

# EPoSM

EVIDENCE-BASED PREVENTION OF SPORTING-RELATED MATCH-FIXING

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# WHO ARE WE?

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**#BeFairDontFix**

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***PROF. DR. ANNICK WILLEM***  
***LAUSANNE // 15 NOVEMBER 2021***



# TEAM

Coordinator



Associated partner



Project partners



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FOUNDATION FOR  
SPORT INTEGRITY





# OBJECTIVES

- 1. Raising awareness**  
about (the prevalence of) sporting-related match-fixing
- 2. Stimulation moral judgment**  
regarding the fact that sporting-related match-fixing is wrong
- 3. Sharing and transferring**  
knowledge on sporting-related match-fixing



# APPROACH

## **1. Academic part**

online questionnaire on match-fixing in 7 countries

## **2. Training part**

action plans and workshops

## **3. Dissemination part**

sharing and transferring results and outputs



# AGENDA

13h15 – 13h40

## **Global overview of questionnaire results**

*Stef Van Der Hoeven (Ghent University)*

13h40 – 14h00

## **Existing measures to manage (sporting-related) match-fixing in Austria & Belgium**

*Severin Moritzer (Play Fair Code) & Simon De Clercq (ICES)*

14h00 – 14h20

## **An ethics management approach**

*Bram Constandt (Ghent University)*

14h20 – 14h45

## **Coffee and network break**

14h45 – 16h15

## **Round Table**

*Moderated by Vagelis Alexandrakis (IOC)*

16h15 – 16h30

## **“Round-up” and closing remarks**

*Vagelis Alexandrakis (IOC) & Annick Willem (Ghent University)*



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# GLOBAL OVERVIEW OF QUESTIONNAIRE RESULTS

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**STEF VAN DER HOEVEN**  
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# PRESENTATION OVERVIEW

1. Background
2. Online questionnaire
3. Results



# 1. BACKGROUND

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# 1.1 DEFINITION

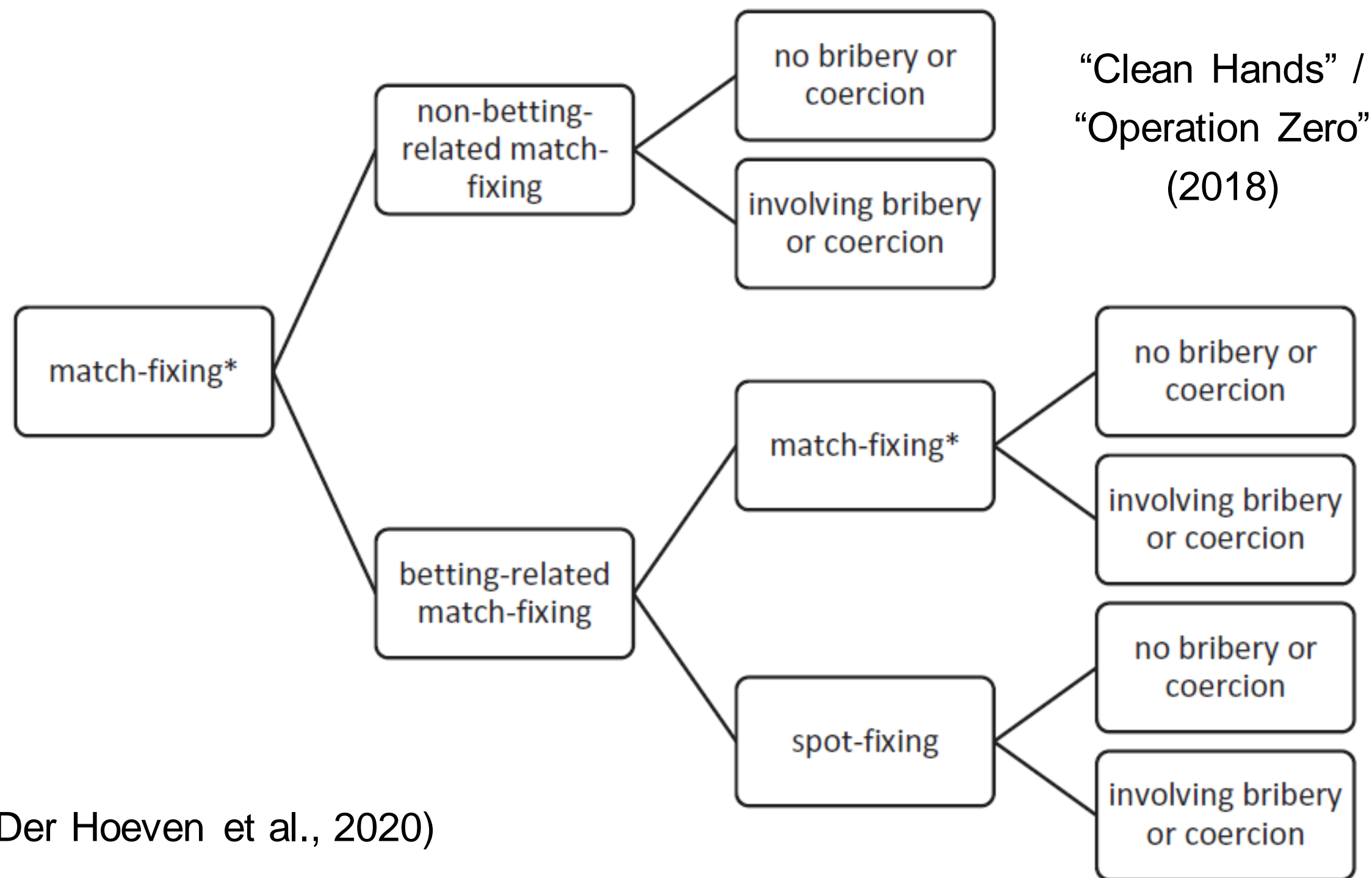


“An intentional arrangement, act, or omission aimed at an improper alteration of the result or the course of a sports competition in order to remove all or part of the unpredictable nature of the aforementioned sports competition with a view to obtaining an undue advantage for oneself or for others.”

(Council of Europe, 2014, art. 3.4)



# 1.2 DIFFERENT TYPES

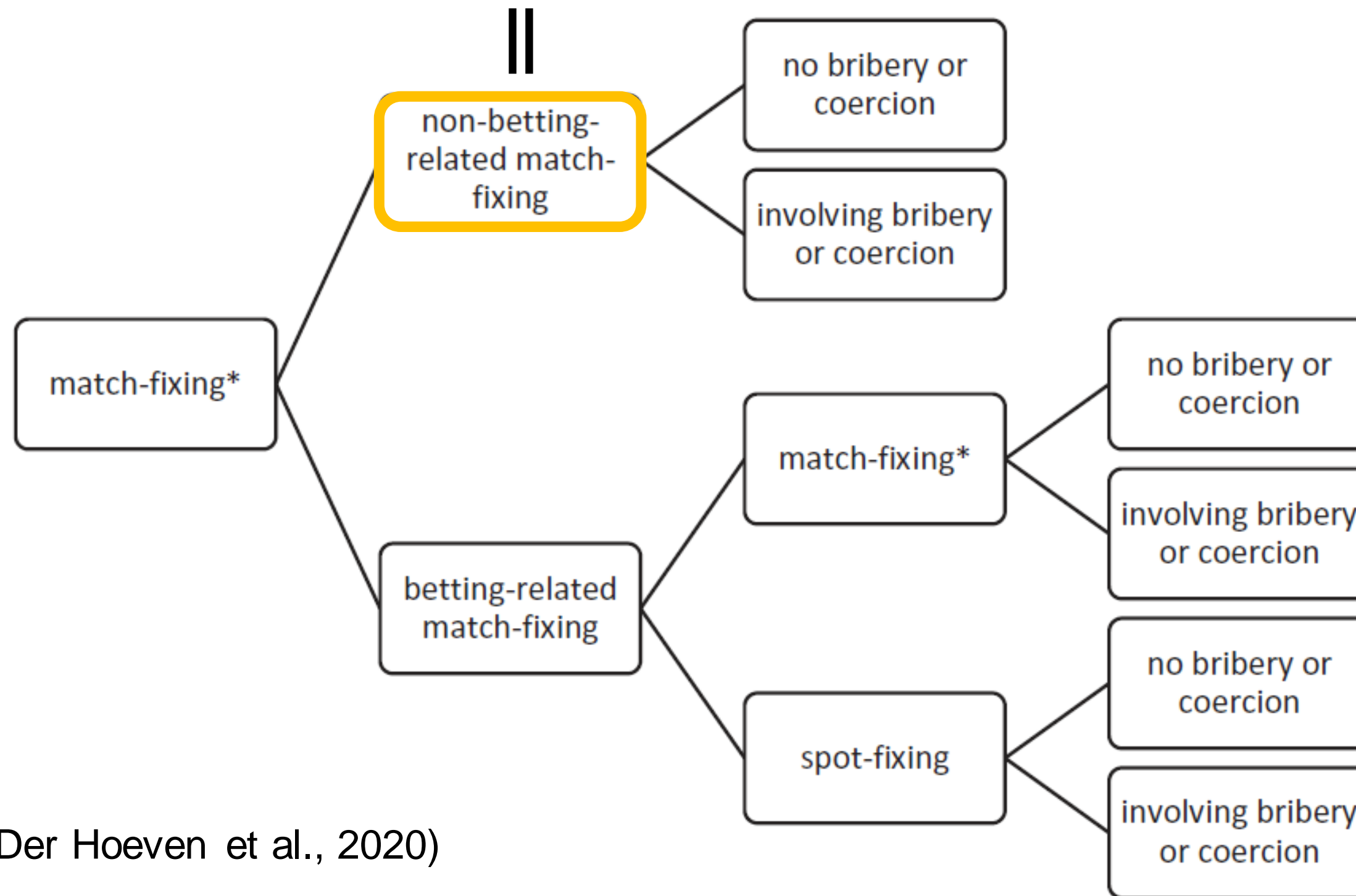


Zheyun Ye (2004/05)



(Van Der Hoeven et al., 2020)

## Sporting-related match-fixing



(Van Der Hoeven et al., 2020)



# 1.3 HOW IT STARTED...

**91,7% Sporting-related cases > 8,3% betting-related cases**

- Flanders (Belgium)

- Sports:   

ETHICS & BEHAVIOR  
2020, VOL. 30, NO. 6, 425–443  
<https://doi.org/10.1080/10508422.2019.1667238>

 **Routledge**  
Taylor & Francis Group

ORIGINAL RESEARCH ARTICLE

 Check for updates

## Match-fixing: Moral challenges for those involved

Stef Van Der Hoeven , Els De Waegeneer , Bram Constandt , and Annick Willem 

Department of Movement and Sports Sciences of Ghent University

### ABSTRACT

Match-fixing is a major ethical issue in sports. Although research interest in match-fixing has increased in recent years, we remain largely in the dark regarding how both betting- and non-betting-related match-fixing relate to the moral decision-making of those involved. Drawing on Rest's theory of morality and on the perceptions of a large sample ( $n = 567$ ) of participants in Flemish sports, this study indicates that most match-fixing incidents are non-betting-related, while moral motivation and associated challenges clearly differ according to the type of match-fixing. Therefore, each type of match-fixing requires different preventive measures.

### Keywords

match-fixing; moral decision-making; sports ethics



## 2. ONLINE QUESTIONNAIRE








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# 2.1 ONLINE QUESTIONNAIRE

						
Football	Football	Football	Football	Football	Football	Football
Basketball	Tennis	Tennis	Tennis	Tennis	Tennis	Tennis
Handball	Basketball	Basketball	Handball	Hockey	Basketball	Cricket

## 2.2 METHOD

- Ran from May 2020 until November 2020
- Dissemination mainly through email and social media
- Duration:  $\pm$  15 minutes
- Completely anonymous
- Target group: respondents of 18 years or older who are/were involved in one of the selected sport disciplines (i.e., current and former athletes, coaches, board members, referees, and others)



## 2.3 CORE COMPONENTS

1. Characteristics of the respondents (in relation to their sports discipline)
2. Do you personally know anyone who has been approached to fix a game/match? → If yes, further details
3. Have you yourself ever been approached to fix a game/match?  
→ If yes, further details about their last (or only) match-fixing proposal were examined
4. When 2. and/or 3. = yes → Have you ever reported your suspicions or experiences of match-fixing to anyone?
5. Still involved in a sport club?  
→ If yes → Does your own club pay attention to match-fixing?

## 2.4 SAMPLE

	<b>Total</b> (n = 5014)	<b>Football</b> (n = 2952)	<b>Tennis</b> (n = 749)	<b>Basketball</b> (n = 262)	<b>Hockey</b> (n = 545)	<b>Handball</b> (n = 170)	<b>Cricket</b> (n = 126)	<b>Other</b> (n = 210)
<b>Country</b>								
Austria	13,6%	18,7%	1,9%	25,6%	0,0%	14,1%	0,0%	11,0%
Belgium	19,1%	26,9%	9,3%	28,6%	0,0%	0,0%	0,0%	10,5%
Croatia	9,3%	10,2%	10,4%	32,1%	0,0%	0,6%	0,0%	1,9%
France	7,2%	2,7%	4,4%	4,2%	0,0%	81,2%	0,0%	45,7%
The Netherlands	21,2%	2,5%	56,1%	0,0%	100%	0,0%	0,0%	11,0%
Switzerland	4,1%	3,8%	2,8%	9,5%	0,0%	4,1%	0,0%	20,0%
United Kingdom	25,5%	35,2%	15,1%	0,0%	0,0%	0,0%	100%	0,0%
<b>Language</b>								
English	26,2%	35,6%	15,6%	6,5%	0,6%	0,6%	100%	0,5%
German	14,2%	19,7%	2,1%	19,8%	0,0%	15,9%	0,0%	15,7%
French	15,4%	13,0%	6,8%	24,0%	0,0%	82,9%	0,0%	63,3%
Dutch	34,9%	21,4%	65,3%	17,6%	99,4%	0,0%	0,0%	18,6%
Croatian	9,3%	10,2%	10,1%	32,1%	0,0%	0,6%	0,0%	1,9%



## 2.4 SAMPLE

		<b>Total</b> (n = 5014)	<b>Football</b> (n = 2952)	<b>Tennis</b> (n = 749)	<b>Basketball</b> (n = 262)	<b>Hockey</b> (n = 545)	<b>Handball</b> (n = 170)	<b>Cricket</b> (n = 126)	<b>Other</b> (n = 210)
<b>Gender</b>									
	Man	84,2%	91,7%	65,6%	84,0%	72,5%	72,4%	97,6%	76,7%
	Woman	15,6%	8,1%	34,2%	15,3%	27,5%	27,6%	2,4%	23,3%
	Other	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%
	I prefer not to say	0,2%	0,2%	0,3%	0,8%	0,4%	0,0%	0,0%	0,0%
<b>Age: M (SD)</b>		40,5 (15,5)	38,5 (15,2)	45,1 (15,7)	36,3 (14,7)	46,9 (13,5)	31,5 (9,4)	54,5 (14,3)	38,9 (15,0)
<b>How long have you been involved in this sport (in years)? M (SD)</b>		22,9 (14,1)	21,7 (13,7)	24,9 (14,1)	22,0 (13,1)	28,4 (15,2)	18,1 (8,9)	28,4 (18,3)	20,8 (12,8)



## 2.4 SAMPLE

	Total (n = 5014)	Football (n = 2952)	Tennis (n = 749)	Basketball (n = 262)	Hockey (n = 545)	Handball (n = 170)	Cricket (n = 126)	Other (n = 210)
<b>How are (were) you mainly related to this sport?</b>								
Athlete	59,5%	54,4%	78,2%	53,4%	65,9%	51,2%	61,1%	61,4%
Coach / Trainer / Assistant coach	8,3%	8,1%	5,3%	12,2%	15,6%	1,8%	4,0%	4,8%
Medical staff	0,9%	1,2%	0,7%	0,4%	0,0%	0,0%	1,6%	0,0%
Referee / VAR / (Fourth) official / Jury member	17,2%	21,0%	2,3%	19,8%	9,4%	44,1%	2,4%	22,4%
Board member / Assembly member / Manager of a sport club	5,7%	5,9%	6,9%	8,4%	2,9%	2,9%	4,8%	5,7%
Other	7,3%	8,1%	5,9%	5,3%	6,1%	0,0%	19,8%	5,7%



## 2.4 SAMPLE

	<b>Total</b> (n = 4469)	<b>Football</b> (n = 2952)	<b>Tennis</b> (n = 749)	<b>Basketball</b> (n = 262)	<b>Hockey</b>	<b>Handball</b> (n = 170)	<b>Cricket</b> (n = 126)	<b>Other</b> (n = 210)
<b>At what level are (were) you mainly involved?</b>								
Professional	11,0%	9,3%	10,4%	29,8%		24,7%	2,4%	7,6%
Semi-professional	16,0%	16,1%	12,0%	25,6%		22,4%	7,1%	16,2%
Amateur	73,1%	74,6%	77,6%	44,7%		52,9%	90,5%	76,2%



# 3. RESULTS

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# 3.1 NEARLY 20% OF PEOPLE IN SPORTS HAS BEEN CONFRONTED WITH (IN)DIRECT MATCH-FIXING PROPOSALS

- 17,5% (n = 876)  
**“I personally know one or more persons who had been approached to fix a match”**
- 8,4% (n = 419)  
**“I have already been approached myself for a match-fixing proposal”**



**958** respondents indicated  
in(direct) match-fixing incidents

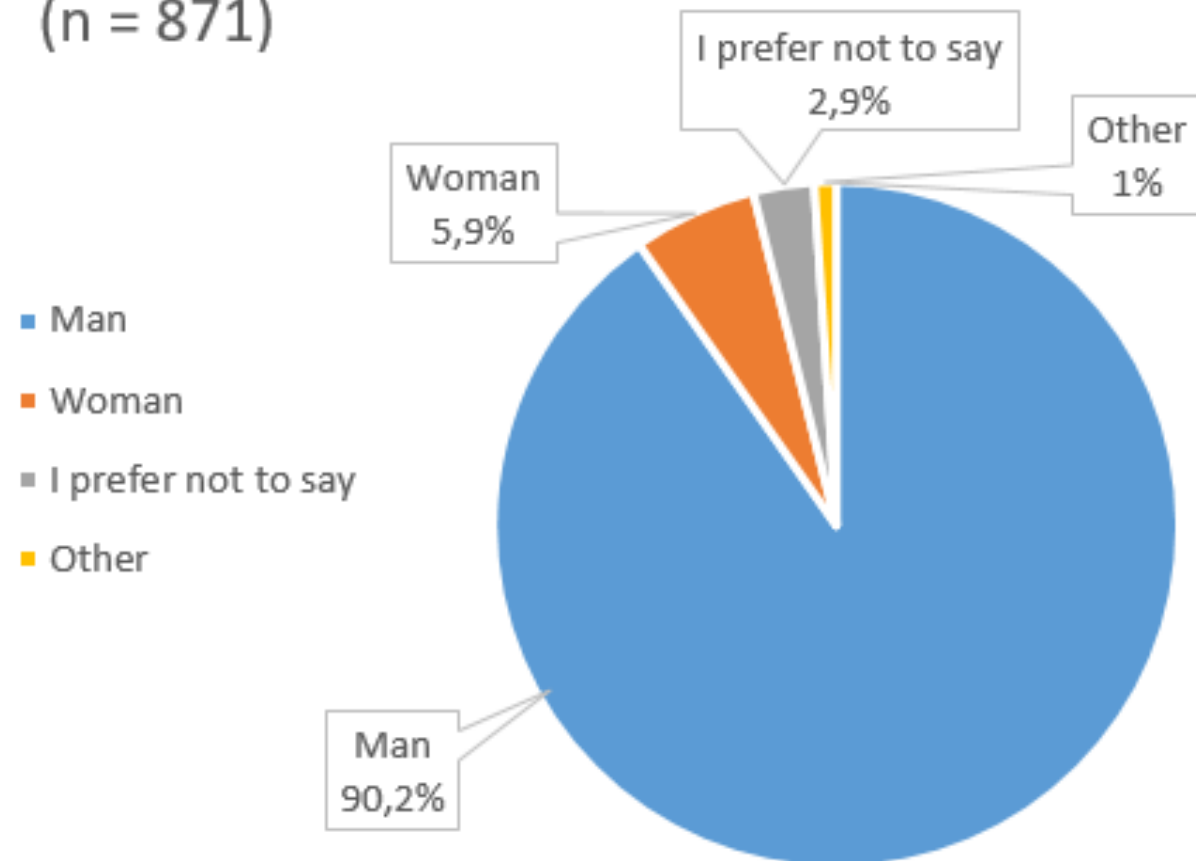
**539** respondents knew  
one or more persons  
(not themselves) who  
had been approached  
for match-fixing

**337** respondents knew  
one or more persons  
who had been  
approached for match-  
fixing & acknowledged  
to have been  
approached personally  
for match-fixing

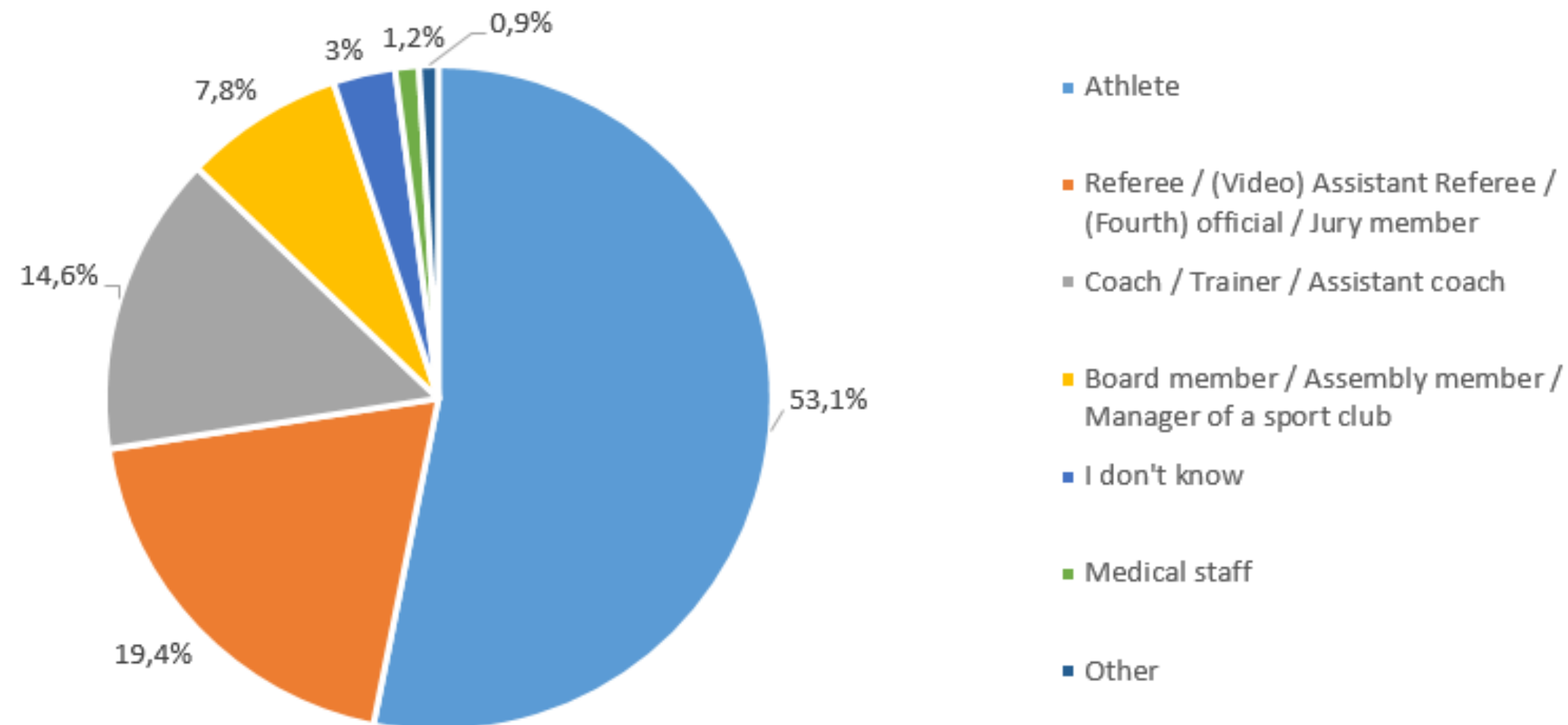
**82** respondents  
indicated to have been  
approached personally  
for match-fixing without  
knowing of anyone  
else who had also  
been approached

## 3.2 KNOWING SOMEONE PERSONALLY WHO HAD BEEN APPROACHED FOR MATCH-FIXING

This person was a:  
(n = 871)



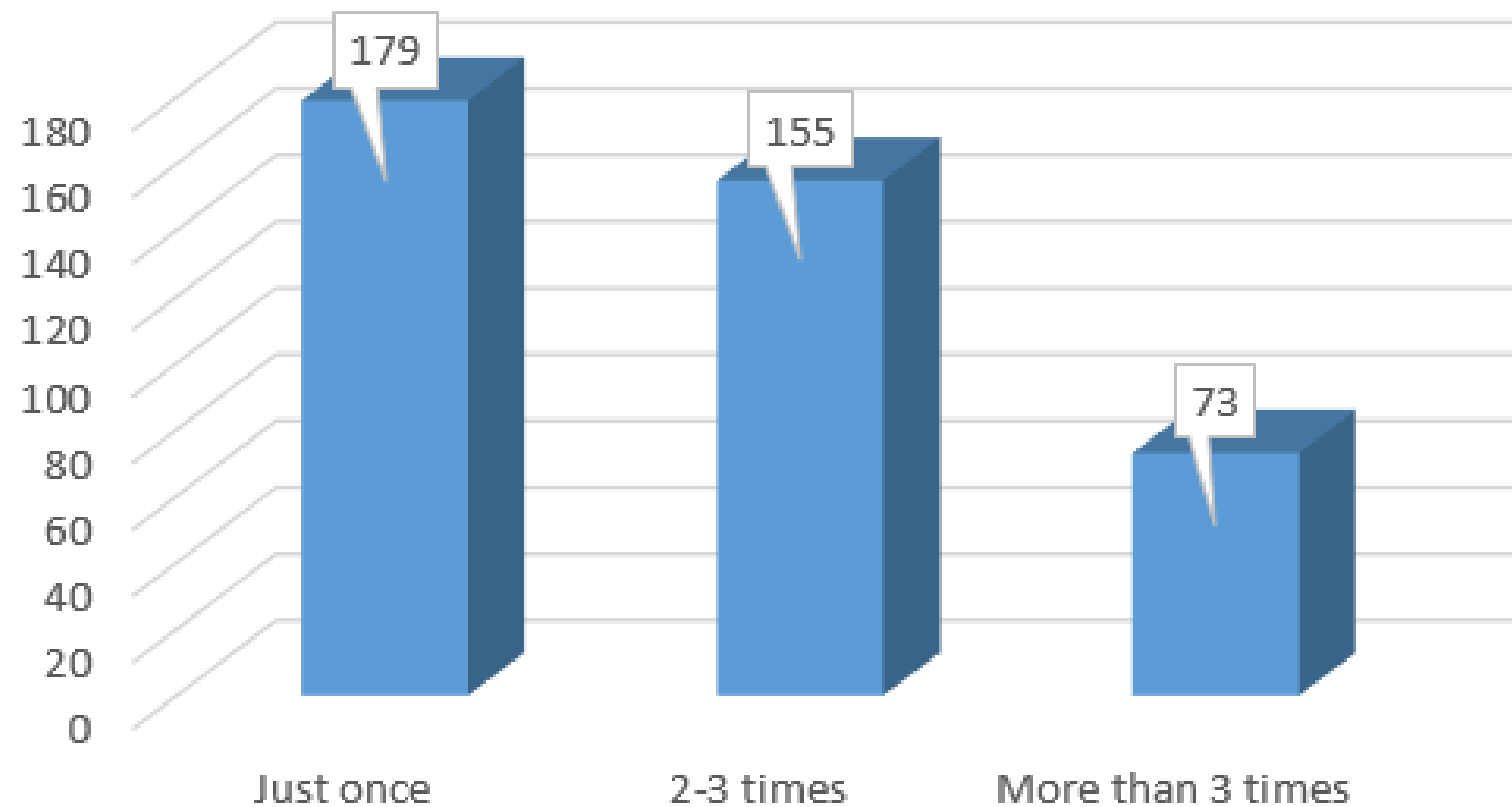
How was he/she related to this sport at the moment of the proposal?  
(n = 864)



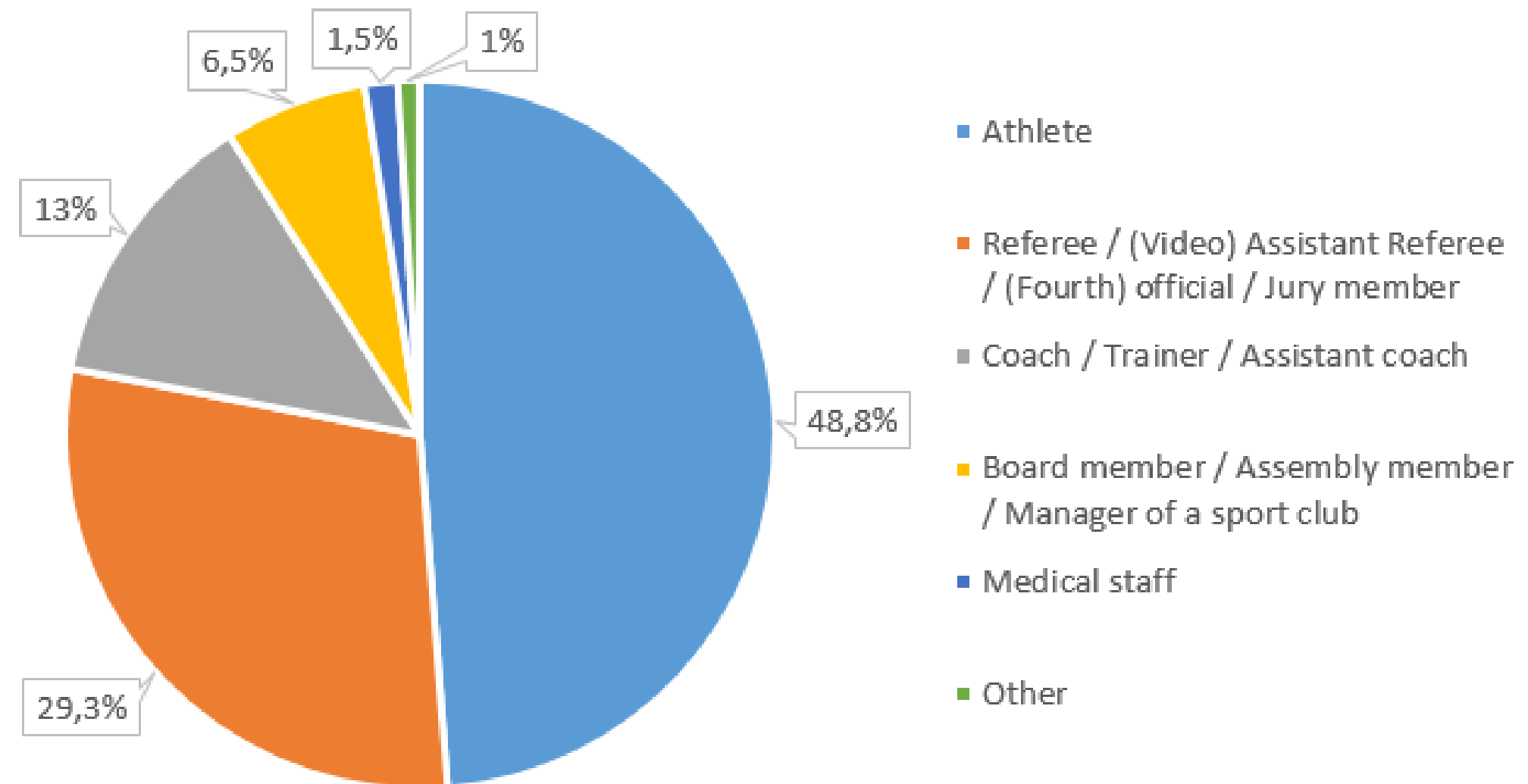


# 3.3 PERSONALLY APPROACHED FOR MATCH-FIXING

How many times have you been approached to fix a game/match? (n = 407)



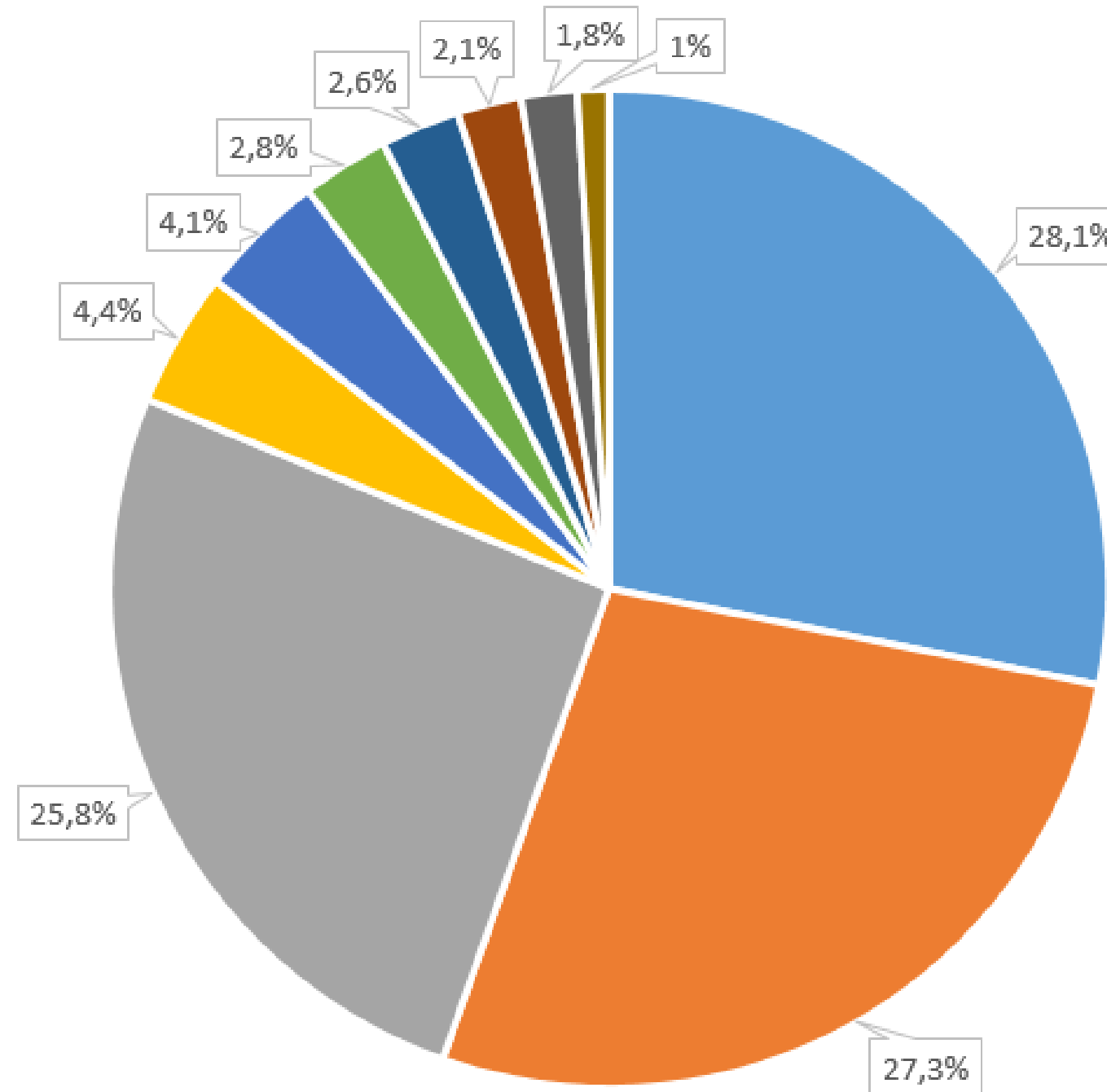
How were you related to the sport, at the moment of that proposal? (n = 400)



# 3.3 PERSONALLY APPROACHED FOR MATCH-FIXING

Who approached you? (n = 388)

- Athlete(s)
- Board member(s) / Assembly member(s) / Manager(s) of a sport club
- Coach(es) / Trainer(s) / Assistant coach(es)
- Other
- Bettor(s) / Gambler(s)
- Referee(s) / (Video) Assistant Referee(s) / (Fourth) official(s) / Jury member(s)
- Agent(s) of an athlete
- Sponsor(s)
- Former athlete(s)
- Medical staff





# 3.3 PERSONALLY APPROACHED FOR MATCH-FIXING

Betting- vs. sporting-related match-fixing

	Only betting-related proposal	Only sporting-related proposal
% (n = 397)	9,8% (n = 39)	68% (n = 270)
Motive	“To earn money by betting on the manipulated game/match”	Mainly approached to (1) prevent the relegation of a club or player, or (2) enable a club/player to win the championship
Money and/or inducements	82,1%	68,7% frequently inducements (e.g. beer – luxury gifts)
Threatened or pressured	38,5%	19,2%
Consent	35,9% “because of money or inducements” “experienced financial difficulties”	27,4% Mainly as “a friendly gesture towards another club or athlete”

# 3.3 PERSONALLY APPROACHED FOR MATCH-FIXING

Focus on the people who indicated **only** sporting-related match-fixing cases (n = 270)

At what level were you involved at that time?	(n = 241)
Professional	14 (5,8%)
Semi-professional	42 (17,4%)
Amateur	185 (76,8%)

+ 29 people involved in hockey

What were these people seeking to influence?	(n = 270)
The outcome of the game/match (who wins/loses)	217
The exact result of the game/match (e.g. 2-0 in football, 0-6 in tennis)	40
Specific events during the game/match	22
Other things	15
I don't know	1

\*The sum of the figures exceeds 270, because multiple answers were possible to the question.



## 3.4 REPORTING SUSPICIONS OR EXPERIENCES

- **48%** (n = 455) of the people who indicated (in)direct match-fixing proposals in the questionnaire, had **never reported** their suspicions or experiences of match-fixing to anyone
- **52%** (n = 493) had **reported** their suspicions or experiences of match-fixing to anyone:

Have you ever reported your suspicions or experiences of match-fixing to anyone?	(n = 493)
Yes, to teammates	229
Yes, to the coach / trainer / assistant coach	141
Yes, to the board members of the sport club	126
Yes, to the sport federation	94
Yes, to someone else	93
Yes, to an anonymous reporting line	23
Yes, to the police	19


\*The sum of the figures exceeds 493, because multiple answers were possible to the question.

# 3.5 PREVENTION IN SPORT CLUBS

3442 respondents were still involved in a sport club

n = 947	No, my sport club does not pay attention to match-fixing
n = 1203	I don't know
n = 1286	Yes

+ 6 missing values



n = 740	There is a code of conduct / ethics with statements on match-fixing in the sport club
n = 433	The sport club provides information (sessions) / training about match-fixing
n = 337	There is a ban to bet on matches within our own competition imposed by the sport club
n = 324	The sport club gives explicit warnings on match-fixing
n = 239	There is a confidential adviser in the sport club to whom cases and / or suspicions of match-fixing can be reported
n = 227	Any suspicious acts are reported to the police by the sport club
n = 114	In another way

\*The sum of the figures exceeds 1286, because multiple answers were possible to the question.



# EXISTING MEASURES TO MANAGE (SPORTING-RELATED) MATCH FIXING IN AUSTRIA

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*SEVERIN MORITZER*  
*LAUSANNE // 15 NOVEMBER 2021*



# INTEGRITY MANAGEMENT FRAMEWORK

## The Play Fair Code

- Austrian stakeholder approach
- Operational activities & impact
- Impact of EPOSM project



# STAKEHOLDERS



# MISSION



## PREVENTION

### AWARENESS



RAISING BROAD  
SOCIAL AWARENESS

### EDUCATION



TOP DOWN  
ONE 2 ONE  
YOUTH ATHLETES

### MONITORING



ANALYSIS  
START OF INVESTIGATION  
ATHLETE PROTECTION

### OMBUDSPERSON



CONTACT POINT  
CONFIDENTIAL  
24/7

### EXPERTISE



EXPERT PARTNER TO  
INT. PROJECTS



EPOSM

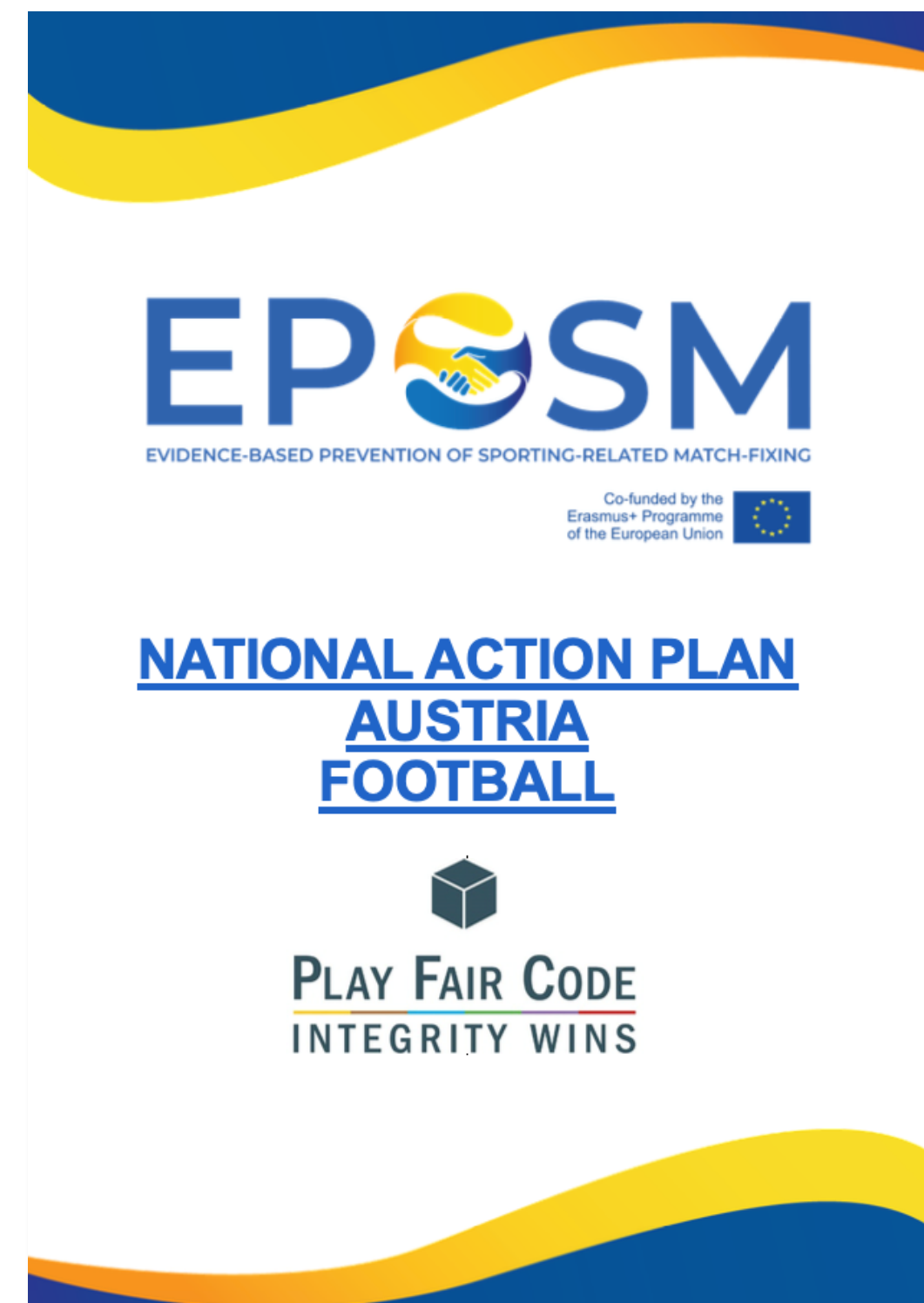


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# IMPACT OF EPOSM PROJECT

- National Action Plans
- 38 Workshops
  - 3 disciplines
  - 767 participants (f/m 229/538)









16 Workshops  
(445 Participants)



  9 Workshops  
(109 Participants)



13 Workshop  
(213 Participants)



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# EXISTING MEASURES TO MANAGE (SPORTING-RELATED) MATCH-FIXING IN BELGIUM

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*SIMON DE CLERCQ*  
*LAUSANNE // 15 NOVEMBER 2021*



# CENTRE ETHICS IN SPORT



- 🤝 Ghent, Flanders, Belgium
- 🤝 Non-profit knowledge centre
- 🤝 Themes
- 🤝 3 pillars :
  - 🤝 Policy support
  - 🤝 Case support
  - 🤝 Education and training



**Centre Ethics  
In Sport**



# EXISTING MEASURES TO MANAGE MATCH-FIXING

-  Government laws
  -  Regulations of the sport federations
1. Law enforcement : manpower
  2. Federations : investigation measures
  3. Intensify the cooperation between stakeholders

# EPOSM

🤝 How did EPOSM help to develop the practices you do against sporting-related match-fixing?



# 1) AWARENESS

- 🤝 Survey → results and figures
- 🤝 Federations surprised → full participation



## RESULTS BELGIUM

Coordinator



Project partner



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## 2) ACTION AT POLICY LEVEL

- 🤝 Action plans
  - 🤝 Tailor made
  - 🤝 Hands on
- 🤝 Tool
- 🤝 Develop policy
  
- 🤝 E.g. Tennis





# 3) EDUCATION

 Workshops

 Sensitize

 Development

 Discussion → federation support





# TOWARDS A BETTER UNDERSTANDING OF MATCH-FIXING

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*DR. BRAM CONSTANDT*  
*LAUSANNE // 15 NOVEMBER 2021*



# PRESENTATION OVERVIEW

1. The current state of match-fixing research
2. A holistic perspective on match-fixing
3. What is integrity management and how can it help?
4. Towards a better understanding of match-fixing



# *1. THE CURRENT STATE OF MATCH-FIXING RESEARCH*

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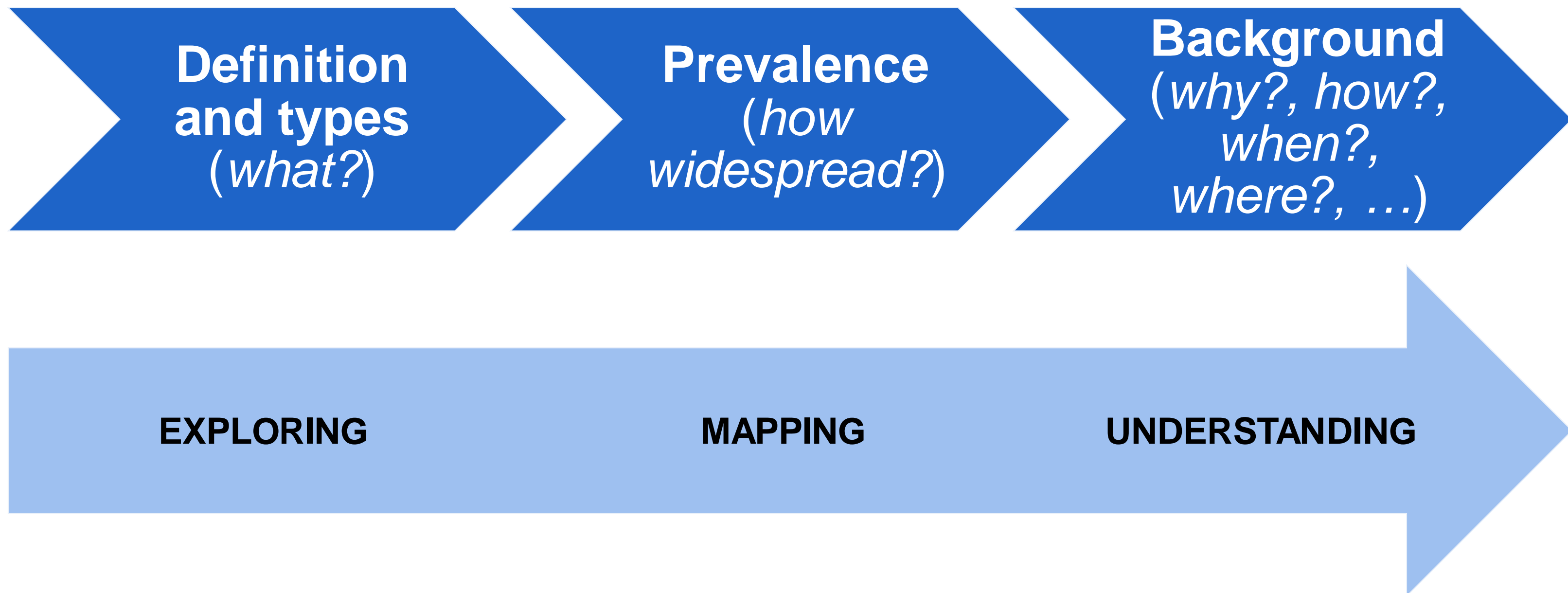
# 1.1 MATCH-FIXING RESEARCH

- Seminal **ethnographic work of Declan Hill** (2009, 2010)
- **Distinction** between betting-related and non-betting-related match-fixing
- Dominance of **rational choice perspective** → overestimation individual agency (Tak et al., 2018)
- Towards a universally shared **definition**? → Macolin Convention (Council of Europe, 2014):

*“an intentional arrangement, act or omission aimed at an improper alteration of the result or the course of a sports competition in order to remove all or part of the unpredictable nature of the aforementioned sports competition with a view to obtaining an undue advantage for oneself or for others”*

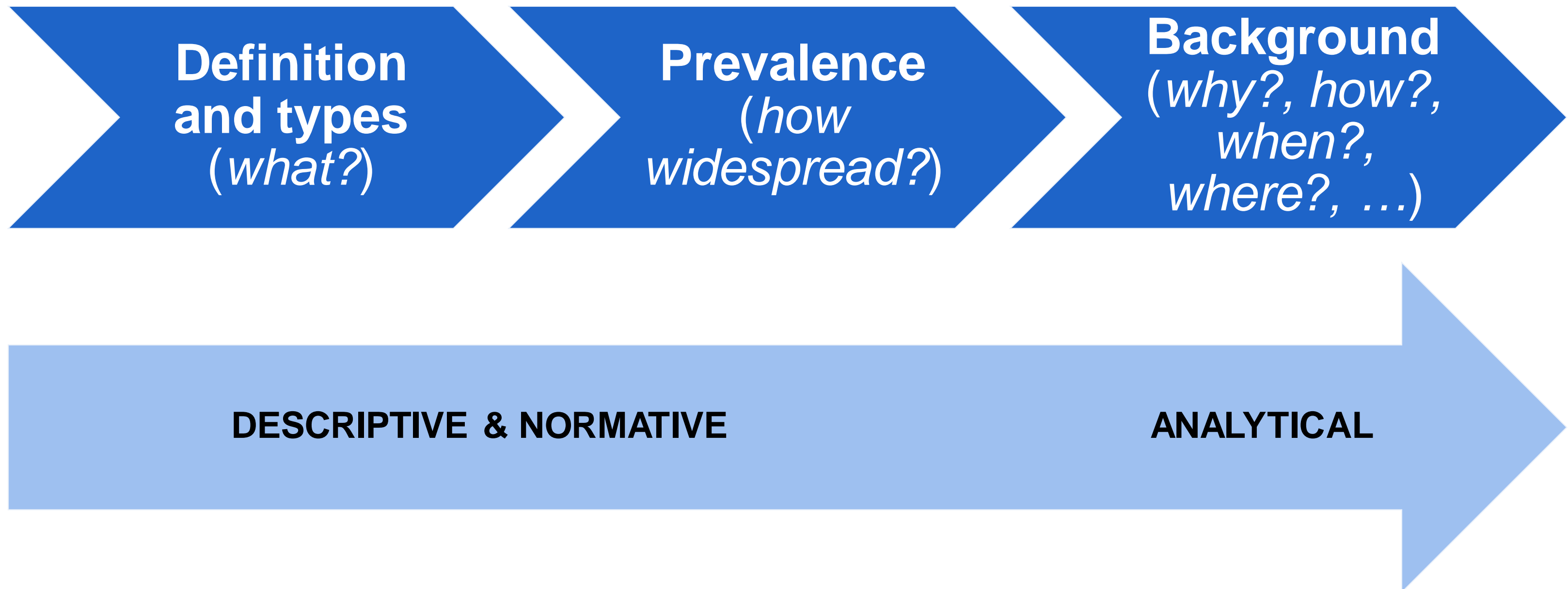


# 1.2 AN EXPANDING FIELD OF STUDY





# 1.3 COMING OF AGE: FROM DESCRIPTIVE TO ANALYTICAL





## ***2. A HOLISTIC PERSPECTIVE ON MATCH-FIXING***

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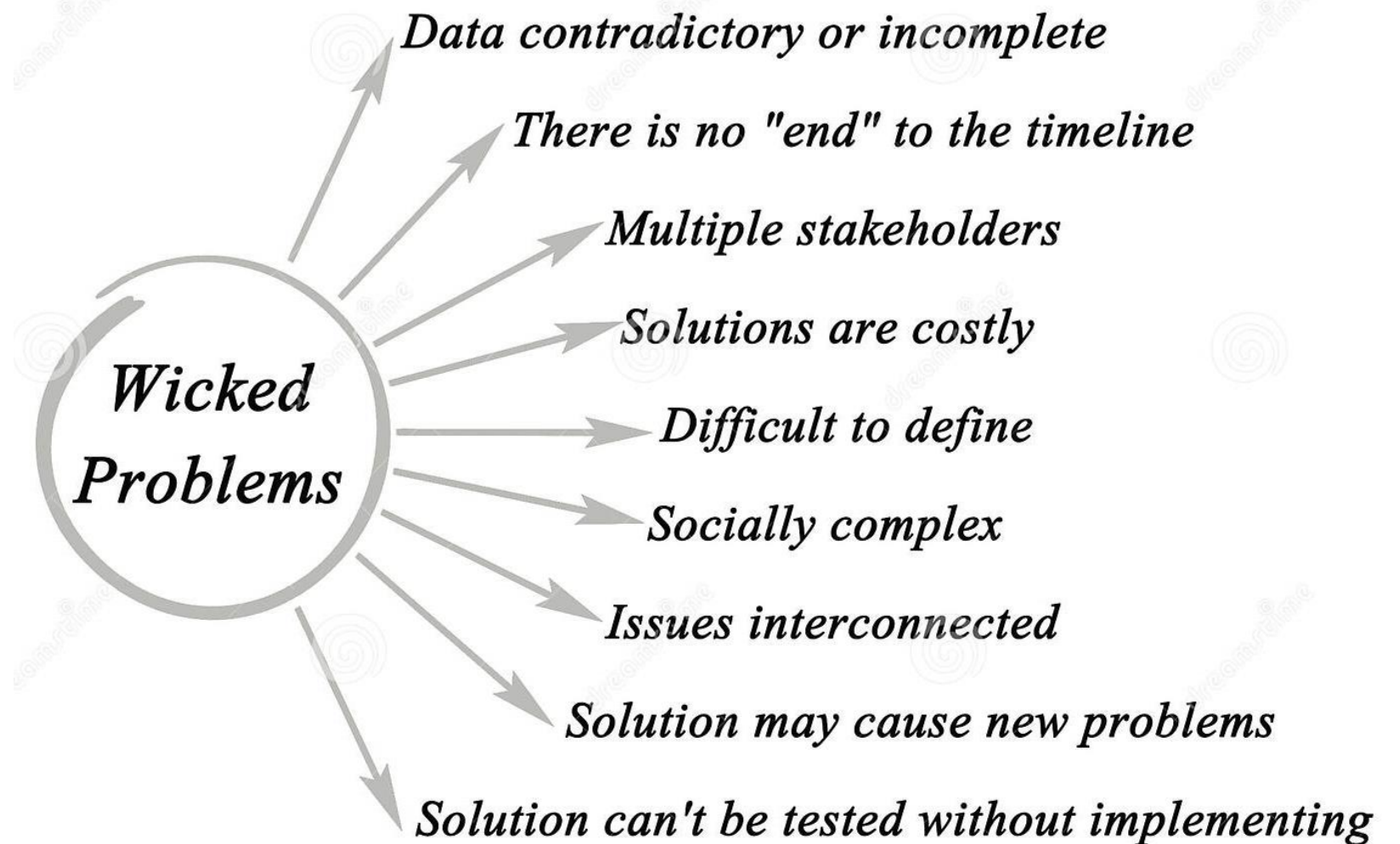
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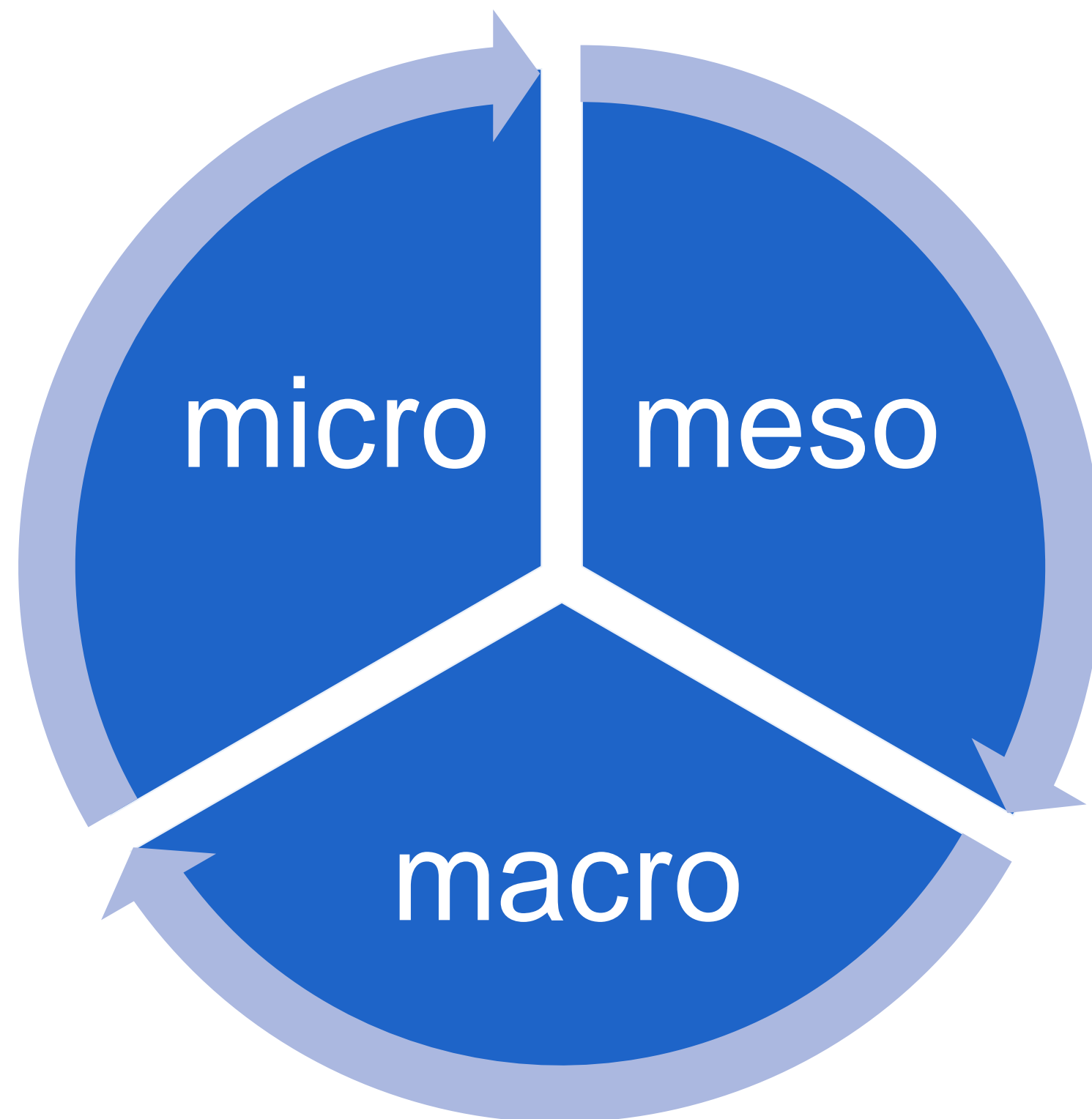


## 2.1 MATCH-FIXING AS A WICKED PROBLEM?

- Match-fixing → **complex and multifaceted** phenomenon → diverse and robust approaches needed
- Match-fixing as ‘**wicked problem**’? → social issue that is difficult to solve → managing instead of resolving?
- A **holistic approach** (Kihl, 2018), focusing on:
  - *micro* level: individual factors
  - *meso* level: organizational factors
  - *macro* level: systemic factors



## 2.2 A HOLISTIC APPROACH



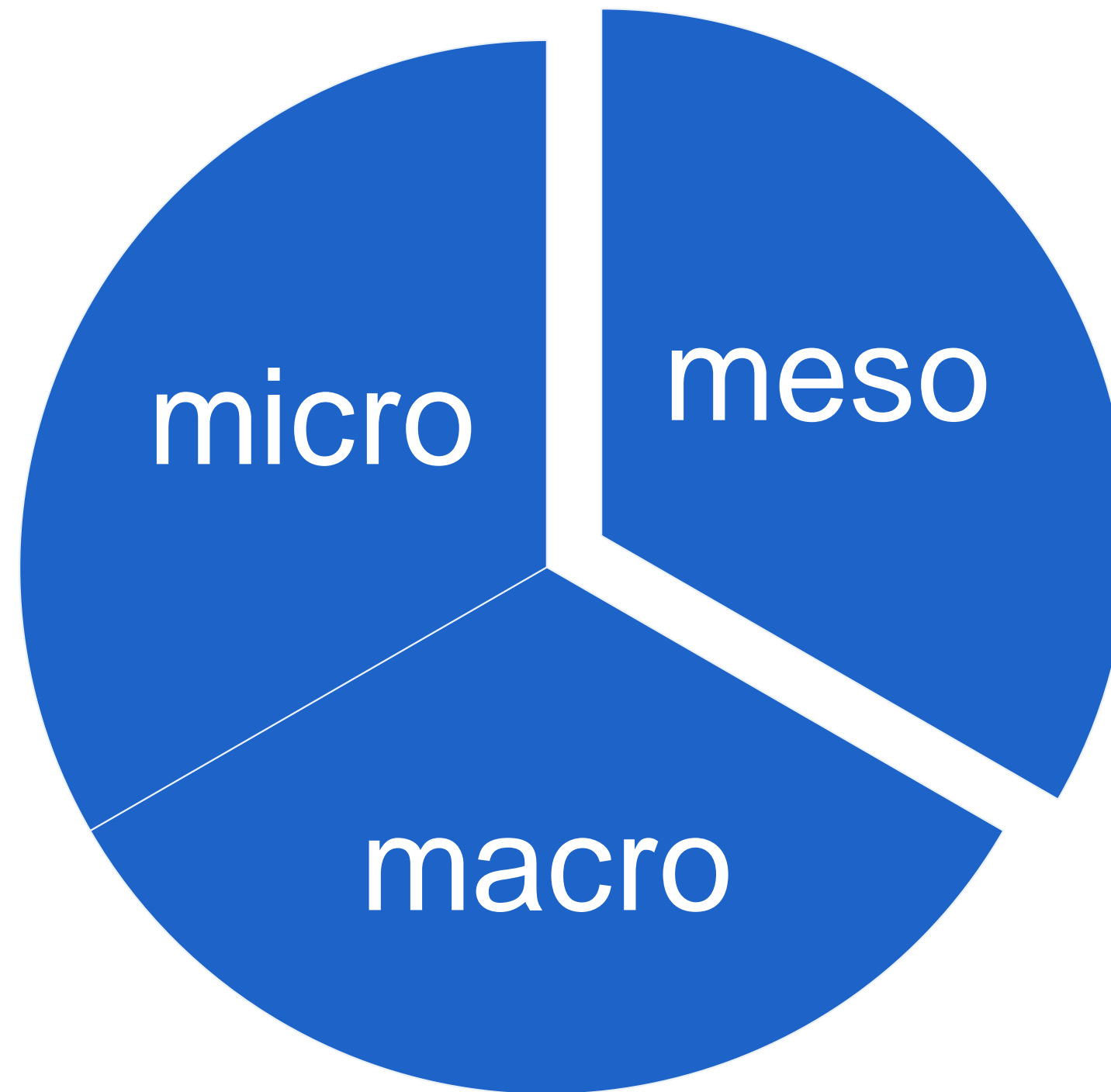
EPOS



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## 2.3 TACKLING VULNERABILITIES ON A MESO LEVEL





# ***3. WHAT IS INTEGRITY MANAGEMENT AND HOW CAN IT HELP?***

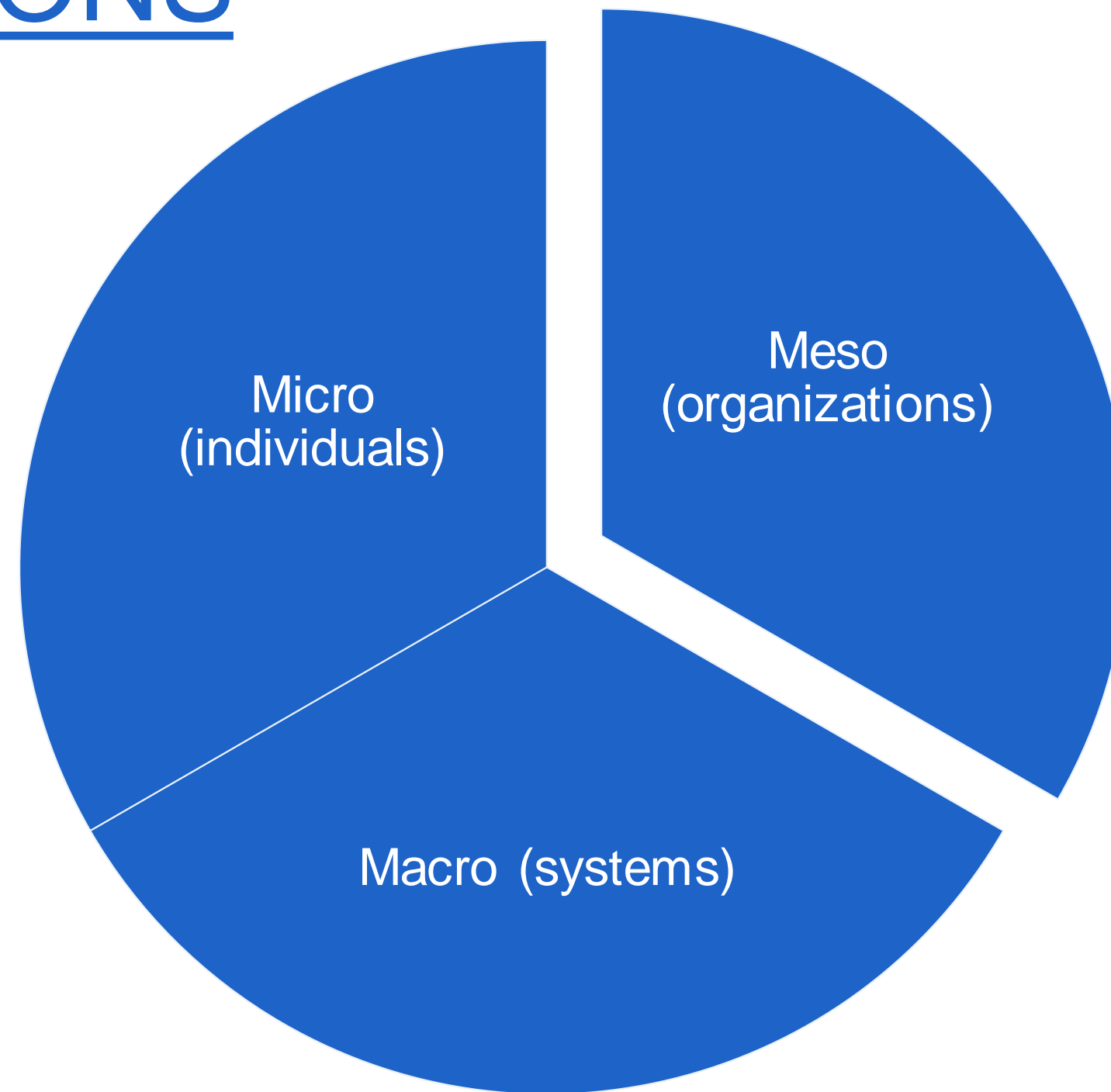
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# 3.1 INTEGRITY MANAGEMENT IN SPORT ORGANIZATIONS



## 3.2 INTEGRITY MANAGEMENT IN SPORT

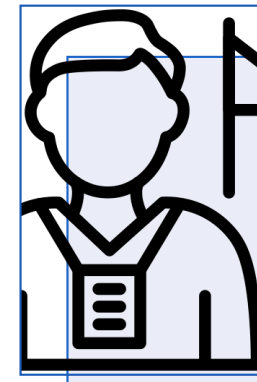
*“the **coherent set of policy strategies and instruments** aiming at the **pro-active promotion** of both positive values and the **prevention** of misbehaviour and abuse (integrity violations) on all levels of the sport sector”*  
(Vanden Auweele, 2011, p. 63)



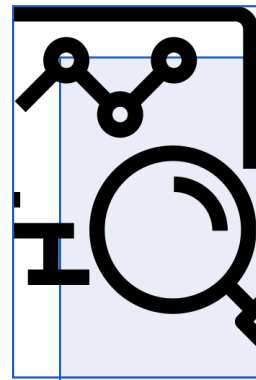
# 3.3 FOUR FUNCTIONS OF INTEGRITY MANAGEMENT



1. Determining and defining integrity



2. Guiding towards integrity



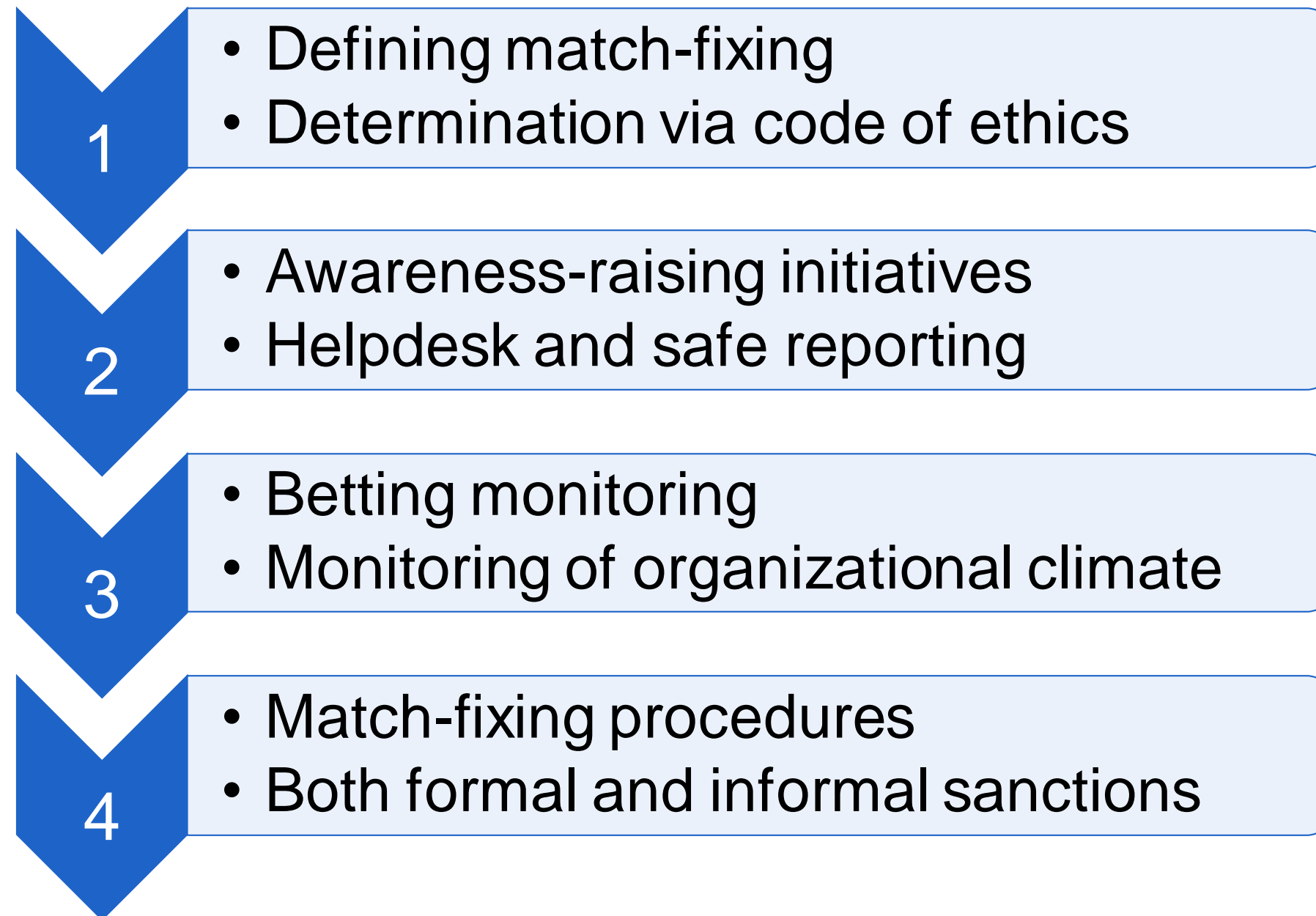
3. Monitoring integrity



4. Enforcing integrity

Maesschalck & Bertok (2009)

## 3.4 FOUR FUNCTIONS OF INTEGRITY MANAGEMENT → APPLIED TO MATCH-FIXING





# *4. TOWARDS A BETTER UNDERSTANDING OF MATCH-FIXING*

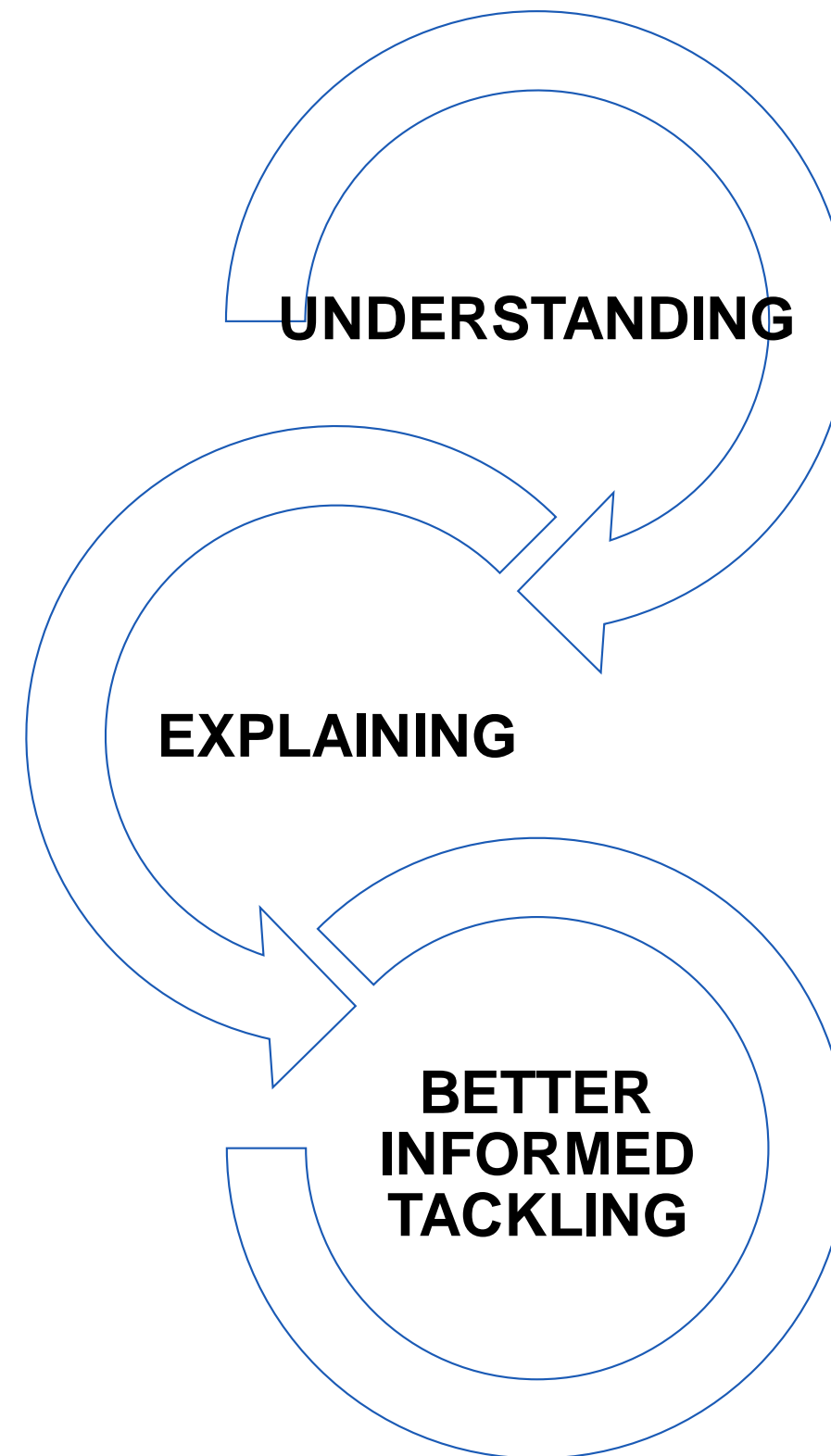
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# 4.1 FUTURE MATCH-FIXING RESEARCH






## 4.2 BOOK PROJECT

Book “*Understanding match-fixing in sport: Theory and practice*”;  
edited by Bram Constandt and Argyro Elisavet Manoli (Routledge, 2022)



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