

THE MAISI alumni

2023 REPORT

MAIN PROJECTS

Started LinkedIn Articles Launch to promote our alumni & the MAISI Program
 Our Social Education Platform: [The Sports Ethics Examiner](#) (Women's World Cup Campaign) 🇪🇸 🇧🇷
 Academy of Leadership Sciences Switzerland Professional Development Courses Partnership 🇪🇸
 Commenced Youth (S)heros Sport Ethics Book "Project Book"
 Support Alumni "Play the Game" accessibility with partnership
 Launching of Victoria Conde's Sport Integrity "FIXIT!" Game
 Connecting Alumni : Pedro's Spanish Human Rights Workshop 🇪🇸
 Multi-year project for a Netflix Documentary

LINKEDIN OUTCOMES

- 20K monthly impressions
- 36 reposts and shares of our *promotions of you, our alumni.*
- 708 followers with 400+ new followers in the last 6 months*
- 12 articles with contributions from alumni across 4 cohorts

LINKEDIN PROMOTING YOU EXAMPLES

JAEJUNG GRADUATION UPDATE [POST](#):
 3,505 IMPRESSIONS & 124 REACTIONS

VICTORIA'S GAME [PROMOTION](#):
 1400 IMPRESSIONS & 85 REACTIONS

NITA SUCCESS [UPDATE](#):
 2,358 IMPRESSIONS & 71 REACTIONS



*LINKEDIN FOLLOWER AUDIENCE INCLUDES: LEADERSHIP FROM UN WOMEN | INTEGRITY IN SPORT - INTERPOL | ETHICS & DISCIPLINARY INSPECTOR UEFA | HEAD OF SAFEGUARDING MAN U | CAS ARBITRATORS | DIRECTOR OF SAFEGUARDING FROM VARIOUS ENTITIES | DIRECTOR OF HUMAN RIGHTS WATCH | DIVERSITY & INCLUSION MANAGERS | DIRECTOR OF SPORT & INTEGRITY FROM VARIOUS FEDERATIONS | IPC ATHLETES COUNCIL MEMBERS | DEPUTY HEAD OF LEGAL DEPARTMENTS | GLOBAL ATHLETE - DIRECTOR GENERAL | HEAD OF SAFEGUARDING AND CHILD PROTECTION - FIFA | SENIOR MANAGER GOVERNMENT LIAISON AND COMPLIANCE - WADA | DIRECTOR - CENTRE FOR SPORT AND HUMAN RIGHTS | ATHLETES ENGAGEMENT MANAGER - IPC | FAIR PLAY CODE - CEO
 + NUMEROUS HUMAN RIGHTS LAWYERS, OLYMPIANS & ATHLETE ADVOCACY GROUPS

ROBBE VAN EMELLEN | COHORT 5 | BE

Following his LinkedIn and Instagram articles on the Saudi Pro League, Robbe received an invitation to contribute to a national Belgian newspaper. This might be the greatest example of how numbers *aren't all*. **We have a qualified audience that is following our content and it translates into opportunities for our engaging alumni.**



2023 REPORT

LINKEDIN

Despite having less followers, posts and staff, our content performs third behind CSHR, FIFA MASTER for pages in our niche and our content outperforms companies like Play the Game, Inside the Biz and Safe Sport International

- 1 **CENTER FOR SPORT & HUMAN RIGHTS**
MOST ENGAGED LINKEDIN CONTENT
9,000 followers
- 2 **FIFA MASTER**
SECOND MOST ENGAGED LINKEDIN CONTENT
16,000 followers
- 3 **MAISI ALUMNI**
THIRD MOST ENGAGED LINKEDIN CONTENT
708 followers

Page	Total engagements	Total posts
1 FIFA Master - International MA in Management, Law ...	11,110	148
2 Centre for Sport and Human Rights	9,120	188
3 MAISI Alumni Sports Ethics & Integrity	2,519	110

LINKEDIN: ACCOUNT RANKINGS BY CONTENT IN OUR NICHE

INSTAGRAM - AUGUST CAMPAIGN SNAPSHOT

The Sports Ethics Examiner Instagram Page is a social education platform created in 2019 to share sports issues through an ethical lens. We aim to promote increased awareness and dialogue on important issues surrounding athlete's rights and welfare including: safeguarding, diversity, equality, disability and accessibility to sport that is digestible for all audiences regardless of their education and background. Since 2019, over 25 alumni across 6 cohorts have shared 135 pieces of educational content in English, Spanish and Portuguese reaching over 40,000 readers a month from over 70 nations. IN AUGUST WE HAD:

102,000
IMPRESSIONS

50,000+
ACCOUNTS REACHED

50,000+
VIEWS OF 13 EDUCATIONAL VIDEOS

20%
GROWTH
300 NEW FOLLOWERS

404
SAVES OF OUR AUGUST EDUCATIONAL CONTENT

3
OLYMPIANS WHO FOUND US IN AUGUST
SIGNED UP FOR OUR SAFEGUARDING COURSE IN NOVEMBER



VICKY CONDE (COHORT 3, SPAIN) ON RUBIALES

6400 VIEWS
263 LIKES
22 DOWNLOADS
1 ATHLETE HELPED



DURING THE WOMEN'S WORLD CUP, 3 OLYMPIANS & 1 NON-OLYMPIC ATHLETE WHO EXPERIENCED VIOLENCE AND MATCH MANIPULATION, REACHED OUT TO US ON INSTAGRAM, TRUSTING US AS A SOURCE TO CLARIFY WHERE THE SAFE AND EFFECTIVE RESOURCES WERE, EITHER UNAWARE OR UNCERTAIN ABOUT THE CAPACITY OF THEIR FEDERATION'S ABILITY. WE FACILITATED CONNECTIONS WITH ORGANIZATIONS SUCH AS AIU, TAOS, SPORT & RIGHTS ALLIANCE, AND NATIONAL SERVICES TO OFFER NECESSARY SUPPORT.

SOME OF YOUR 2023 WORK ACROSS THE COHORTS: THESE POSTS WERE SAVED 223 TIMES, LIKED 1646 TIMES AND HAD OVER 20,000 IMPRESSIONS



ALINE/WHITNEY
BRAZIL/CAN
COHORT 1&3



SAJU
MALDIVES
COHORT 5



PEDRO
SPAIN
COHORT 5



SANCHITA
SPAIN/INDIA
COHORT 4



WHITNEY
CANADA
COHORT 1



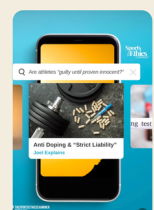
LAUR
ROMANIA
COHORT 5



VICTORIA
SPAIN
COHORT 3



NASHA
ST LUCIA
COHORT 2



JOEL
UK
COHORT 6

OTHER PROJECTS

YOUTH SPORT (S)HERO ETHICS BOOK in early stages: Aims to showcase female athletes and industry changemakers from each MAiSI nation, written by you. Putting these inspiring stories and our countries in the hands of young people around the world in all of our MAiSI languages. Likely will be our most impactful project yet.

Led by: Lorena (Cohort 4, BRA) with support from Ayça (Cohort 6, TR) - contact them to contribute
*proceeds shared to contributors & establishing an Alumni fund for your conference attendance

OUR ALUMNI SUPPORTED THE EDITING, DESIGN, TESTING, ADVERTISING & LAUNCH OF VICTORIA CONDE (Cohort 3, ESP) INNOVATIVE SPORT INTEGRITY & VALUES EDUCATIONAL GAME.

OVER 400 INTERNSHIPS, GRANTS, SCHOLARSHIPS, JOBS, CONNECTIONS & RESOURCES SHARED ON OUR "ALUMNI CONNECT" WHATSAPP GROUP WITH CONTRIBUTIONS FROM ALL COHORTS LEADING TO REFERENCES, NETWORKING AND EMPLOYMENT.

SUPPORTED COLLABORATIONS FOR PEDROS ONLINE (SPANISH) COURSE WITH SOIFI4EQUALITYT WITH ALUMNI FROM COHORT 1, 3 & 5 ON PREVENTING VIOLENCE IN SPORT.

ENGAGED IN AN ONGOING MULTI-YEAR PROJECT WITH AMERICAN PRODUCTION COMPANY FOR NETFLIX DOCUMENTARY ON TACKLING ANTI-RACISM IN FOOTBALL. SEVERAL BLACK MAISI ALUMNI TAKING CENTRE STAGE, WITH A FEW OF OUR REGIONAL FOOTBALL & GOVERNANCE EXPERTS ACROSS 4 COHORTS ALSO INVOLVED.

BEGAN NEGOTIATIONS WITH A DUTCH PRODUCTION COMPANY RE: ROBOTICS & SPORTS DOCUMENTARY TO GET OUR PEOPLE INVOLVED

KICKED OFF THE PHDS & POST DOCS OF MAISI WHATSAPP GROUP WITH PERIODICAL VIRTUAL MEETINGS TO DISCUSS AND SHARE EXPERIENCES, SUPPORT AND OPPORTUNITIES.

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MAiSI ABSTRACTS* ACCEPTED TO PLAY THE GAME

To support accessibility, our alumni supported, reviewed and advised submissions + sponsored a MAiSI house to offset accomodation costs in Norway.

*3 were from Cohort 6, in their first semester!

Our professional development course participants included global participants from:

- The Swiss NOC Legal Department
- Sierra Leone Athletics
- Gymnasts 4 Change Canada
- Belgian Equestrian Federation
- Zimbabwe Volleyball Federation
- CONADE
- FIFA

- +
- 1 NOC Secretary General (EU)
 - 2 Paralympic Committee Professionals
 - Olympians from UK, Canada, Samoa +
 - Legal Professionals from 3 continents
 - 2 Anti Doping Professionals
 - Integrity Staff from 3 NOCs

ACADEMY OF LEADERSHIP SCIENCES PROFESSIONAL DEVELOPMENT COURSES



THE
MAISI
alumni

2 courses organized and launched with ALSS by 11 MAiSI Alumni from 3 cohorts and 4 continents: ("Sport Safeguarding & Accountable Institutions: Navigating Governance, Legal and Human Rights" & "Sport Ethics and Integrity for Sport Stakeholders: Emerging Threats & Response"). **In response to both feedback and demand, we are planning additional courses and workshops for 2024, including our first in Spanish. We had attendees from every region including:**

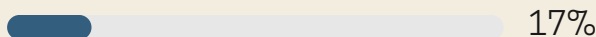
South America Region



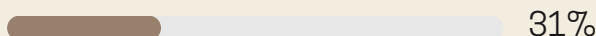
Asia Region



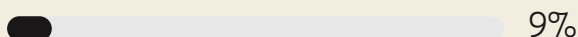
North America Region



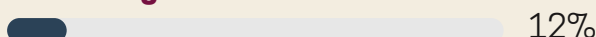
Europe Region



Australia & Oceania Region



Africa Region



2022-23 LEADERSHIP



Whitney Bragagnolo
Alumni President - Cohort 1 **Canada**

- Annual strategic planning
- Overseeing special projects
- Sourcing, recruiting & support with producing media content across 3 platforms
- Organized, administered, & advertised ALSS courses
- PhD Group Skype Meets
- Liaise with MAiSi Program Board & Leadership



Aline Lopes da Silva Candee
Alumni Vice President - Cohort 4 **Brazil**

- Establishes direct link between active cohorts and MAiSi Alumni, informing of their needs
- Facilitates cross-cohort collaborations and introductions.
- Responsible for leading EMA (Erasmus Mundus Association) funding for their respective cohorts
- Special Project Support/Leading



Ayça Gürsoy
MAiSi Alumni Liaison 2023/2024 - **Türkiye**



Osazemen Aghedo
MAiSi Alumni Liaison 2022/2023 - **Nigeria**

SPECIAL PROJECTS STAFF 2023-2024

Lorena Rabelo | Cohort 5 | Brazil | Project Book
Joel Seickell | Cohort 6 | UK | Joining the Social Media Team

UPCOMING -

JAN 2024 | COHORT 7 MAISI LIAISON NEEDED
MAY 2024 | ALUMNI BOARD ELECTIONS
JUL 2024 | SMALL ALUMNI MEETUP AT PARIS 2024 FOR THOSE ATTENDING
SEP 2024 | 15 YEAR MAISI REUNION + GRADUATION***

*** We are in discussions to host a mini-conference featuring our alumni across the graduated cohorts, including our new MAiSi doctors, to showcase the success and achievements since the inception of MAiSi and highlight our work across the world. This initiative is pending Alumni interest and funding, support of the MAiSi Program and potential financial support from EMA and other sources.

OUR GUIDING PILLARS

Pillar 1: Promote familiarity of MAiSi Alumni in academic and professional environments

Pillar 2: Support our Alumni seeking opportunities ranging from jobs to internships as well as the participation of our Alumni as speakers, guest panellists, and academic contributors.

Pillar 3: Empower the development of our Alumni's digital footprint and online presence as leaders in their fields, nations and professions inside and outside of academia.

Pillar 4: Foster important dialogue.

MISSION

Empowering MAiSi Alumni to promote Ethical, Safer & Inclusive Spaces in sport across the world.

VISION

To become the leading global network of sports ethics and integrity experts.

2023 REPORT

IG IMPACT SEEN IN & FEATURED BY

ThSoccers -10K Spanish Football News Page
FemaleQuotient - 1.6 Million Women's Equality News Page
I Have The Right To - 10K A Washington DC hub for info, support and avenues of action against sexual assault
Conscious Lee - 1 Million Social Educator on Anti Racism & Human Rights
The Wasserman Collective
The Gist - 200k North American Sports News Page
Shotclock Media - 15K Womens Sports News Page
The Front Campaign - 11K First Global Campaign Devoted to Ending Bullying in Sport
Global Athlete
FutPro -11K Asociacion de Futbolistas Profesionales
FutFem - 33K Women's Spanish Football News
Soccer Without Borders -7k
CommonGoal -55k
ForzaFootball -20k Football News Page

Shaneel Lal - 92K Author & LGBTQIA+ Activist
Dr.Nas - 16K Doctor and Qatari LGBT Activist
Hope For Athletes - 12K Advoacy Group
WomensProSports - 20K Women's News Page
The [female] Athlete Project - 125K Womens Sport Advocacy
Women's Rights News - 340K Intersectional Feminism Page
Decolonize Myself - 550K Indigenous Rights Advocacy Group Page
The Well HQ - 12K UK Leading Sport Medical Education Page
SportEquityLab -Educational Research Centre
Girls Against Oppression -100K South African Womens Advocacy Group
Womens Nation - 20K Indonesian Womens Advocacy Group
Friends of the Court - 6K Sports Law News Page
+ Olympians from over 20 countries and many more

the.front.campaign 2w · ❤️ by author
 THANK YOU FOR THIS! 🙏
 Thank you for all you do to raise the awareness of unethical behaviours in the sporting world!

bethantaylorswaine 3w · ❤️ by author
 This is a really interesting point and for me really links into the commodification of athletes as sport has professionalised - the buying and selling of footballers is so high profile and has arguably transformed the individuals into a product. This has seeped into how all professional athletes are viewed and as such fans etc. come to expect performance and commitment.

jen_sundqvist 81w · ❤️ by author
 So glad you brought up the equality of outcome. I find it so frustrating when people compare the men's game which has been professional for however long, with the women's game that only recently turned pro, and fail to consider the generations of inequality in access to facilities/top coaches etc.

beano_and_pinkie 40w · Pinned · ❤️ by author
 What a courageous and brave human being to step out and fight for children in sport after her own story. In our hearts Joanna is a gold medalist on all levels of society. Thank you for being there for all.
 21 likes Reply
 View 1 more reply

haitharlem 40w · Pinned · ❤️ by author
 This story is incredible. I needed to read it. Bravo to this brave, brilliant, incredible soul. 🙌🙌🙌

sophiecoacheswl 123w · ❤️ by author
 @thesportsethicsexaminer I am also a sports lecturer (ages 16-19) so topics that you seem to be covering are always great conversation starts in a bid to get students to think differently and broaden their minds 🙌

lifefittinglipstick 119w · Pinned · ❤️ by author
 Yes! Speak about this. Demand change. The figure skating world did this to Surya Bonaly, a great Black figure skater, the greatest to ever do it IMO, the only one I could watch, let alone in absolute awe and amazement 🙌 Silence allowed the figure skating world to push her out, demolish her career, all bc she was far greater, more talented than everyone else.

theconsciouslee 80w · ❤️ by author
 Education is Elevation.. reposting to my Facebook

tinnaharalds 50w · ❤️ by author
 Thank you for posting this. It's important that football fans around the world know about these things, and that people around the world realize the Iceland isn't a feminists paradise (even if it is ahead in many aspects, doesn't mean that it's enough!). #NotMyCaptain

trish_roche 55w · ❤️ by author
 This needs far more attention, given sport is supposed to promote health and wellness. Some of these kids are downright tortured.

johnnyvstesteel 98w · ❤️ by author
 This was the most well thought out explanation of the issue that I have ever read. Thank you for putting the time in to it!
 4 likes Reply Hide

oloflata 50w · ❤️ by author
 Thank you so much for making this post. Means alot. For activists and for survivors 🙏

geoff_tfb 98w · ❤️ by author
 Thank you for a very well written article - it highlighted for me how complex a field this is, and how arriving at fair outcomes thru crude measurements may simply never be viable

nikki_ashley1011 104w · ❤️ by author
 It genuinely makes me want to look into other small disadvantages women face in the every day due to designs being crafted around the male physique/height/body shape. And it gives me something to take back and debate. Eye opening and informative. Love it 🙌

twerkintheshopit 98w · ❤️ by author
 This put into words what frustrates me about the fairness in women's sport argument which always talks about testosterone. Averages are usually based on Historic white European females whilst other genetic differences are celebrated in male sports. Very well written analysis

vagariouwanderer 104w · ❤️ by author
 I'm not really into racing, so I never thought about possible accessibility issues for women in the sport. This is such a badass thing for her to have exposed and somewhat remediated!

peteypiranha13 104w · ❤️ by author
 Such an awesome post! Thank you for sharing this! The world needs to be better informed! 🙌🙌🙌🙌🙌

cojeeprdiva 81w · ❤️ by author
 Thank you, this is the best explanation I have seen so far about why she is still allowed to compete.

trish_roche 55w · ❤️ by author
 This needs far more attention, given sport is supposed to promote health and wellness. Some of these kids are downright tortured.

moustafa.ahe 1h
 @thesportsethicsexaminer then fair enough, if that's the case and he's unfortunately done this in the past then he should be fired and disciplined. And thanks for the friendly words and genuine response. Most people just get rude or don't even make valid points on the basis that they are just right. Please keep doing this.

lauraxestrella 27s · Pinned
 Pt2: Representation in sport matters, and that's why I love powerlifting. The growth of strength sports across social media has provided a platform to increase access to exposure of women's sporting success and for more women to work on and behind the platform.
 I see a lot in Sioux-Z and I can only hope to grow and provide a little of what she does. She is the personification of what sport needs, not just for women but for everyone. She has competed, umpired and coached multiple athletes in multiple sessions. As @thesportsethicsexaminer, said, "representation empowers women, challenges stereotypes and promotes gender equality for a more inclusive and diverse society." And that's just what we need.

rozthediva @thesportsethicsexaminer I'm learning to be a better ally to adaptive athletes, so this is exactly what I wanna read more about

schmackhafter.keks Thank you, this is awesome and just what I needed. This will be my go to post to share in future discussions 🙏

nmk.sex.ed Such an important and overlooked area! The world of sports is evolving so much in terms of exposure to the importance of mental wellness and sexual and gender violence - very well worked and informative post - thank you for talking about areas that many shy away from!

As a medical professional, and as someone who reads everything with likely more of a critical eye, I appreciate the thoroughness and professionalism of your work. Your content can speak to wider audiences and that is not easy to do. 🙌🙌🙌

jessiefishes This is so helpful THANK-YOU!!! I have read so many articles but they all depend into opinion pieces and all I want is facts! Could you clarify one thing? My understanding was that the sample was taken by Russian officials as part of their national anti-doping strategy, this is the first I have heard of Swedish involvement. Could you please elaborate on that? Tysm :)

mari_terzi commented:
 @thesportsethicsexaminer Thank you for your job! We (audiences) need "cleared" information. 🙏 I'm personally done with contradictions from nowhere and it's pretty tough to understand what is the truth and what is wrong. 12h

Thank you 🙏 and thanks for all the work you do, I learned a lot from your account 🙏🙏🙏

I couldn't say with good words before how I felt about this. I knew it was a thing. Now I'm ready to drop facts. Thanks for having our back.

Sorry if I am rumbling, this whole situation is very upsetting to me personally. I am really grateful for your coverage of this situation and explanation how and why this happened. Thank you 🙏🙌🙌

layla_lifting Thank you so much for this 🙏🙏

meninadeangola Still we rise 🔥🔥

I love your content. Thanks for sharing all different sides of issues and giving unique insight! I feel that it's missing from a lot of sports coverage

This opened up talk at dinner. We need this. More talk. It gives me hope for my babies that people shedding light on the facts.

The attention to detail 🙏🙏

shawnie_88 9m
 Always here for Black women advocating and speaking up for themselves! 🙏🙏🙏

It would be so useful if you were sought out by the media. The "experts" they use do not explain anything as clear, broad and USEFUL as your page does. Either it's crap headlines, or surface level. We need facts if we're supposed to bring practical solutions to the table. I appreciate the actual substance here. I foresee this page being a soon go-to source. There is nothing like this out there for us regular folk who are somehow connected to sport and want better.

Hi all!
 Just wanted to say that it's a shame I didn't know about your page earlier but due to the Spanish football saga I discovered it, and I'm really grateful. As a sports management graduate from Loughborough University I always find it hard to explain others why things are happening in the world of sports and your page is really educational, even for me and I am in this world for many years now. Thanks again!

SOME OF OUR FAVOURITE COMMENTS OVER THE YEARS