

Badminton World Federation Code of Ethics



1. Preamble

BWF is responsible for safeguarding the integrity and reputation of the sport of badminton worldwide. BWF, through its values, rules, education programmes and practices, strives to protect the sport from illegal, immoral or unethical methods, activities and practices that may harm the BWF or bring the sport into disrepute.

BWF wishes to promote badminton as a global sport that is accessible to all; a non-contact sport that is fun, safe and healthy for children and adults, and a sport that is inclusive of diversity and free from any form of unethical behaviour.

The aim of the Code of Ethics is to ensure the sport is administered with integrity in a democratic, professional, ethical and transparent way and that Players compete in competitions that are fair and free from any form of manipulation or unethical behaviour.

The Code defines the most important core values, principles for behaviour and conduct of personnel in the BWF and its affiliates. The appendices detail the Codes of Conduct which describe the types of conduct and behaviour of people performing particular roles in the activities of the BWF.

2. Application of the Code

This Code of Ethics covers anyone defined in clause 30.1.1 to 30.1.5 of the BWF Constitution which includes BWF, its Members and any party that deals with the BWF, or shares in its activities and includes any party who:

- a) participates as a Participant (as defined under the General Competition Regulations definitions) in any BWF Sanctioned Tournament – including but not limited to Players, coaches, team official and team entourage member including the team manager, team doctor, physiotherapist and other officials of the team;
- b) is a Player's management representative, agent, Player family member, Tournament guest, business associate or other affiliate or associate of any Player, or any other person who receives accreditation at any BWF Sanctioned Tournament;
- c) assumes any role in organising or supporting the organisation of any BWF Sanctioned Tournaments including being a member of an organising committee, paid staff and unpaid staff / volunteers at the Tournament;
- d) officiates at any BWF Sanctioned Tournament;
- e) classifies Players in any BWF Sanctioned para-badminton Tournament;
- f) provides medical advice and treatment of Players at any BWF Sanctioned Tournament;
- g) plans and delivers training and development projects, activities and programmes on behalf of BWF including coaches, course tutors and assessors;

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- h) organises and supports BWF general meetings, Council, Committee, Commission and Working Group meetings;
- i) assumes a role within the BWF, including Council member, Executive Board member, Committee member, Commission member, Working Group member, BWF staff and volunteers;
- j) is a Member of the BWF;
- k) is a Continental Confederation affiliated to the BWF and shares in its activities;
- l) otherwise deals with BWF and / or shares in BWF's activities;

... in relation to that dealing with BWF or involvement in BWFs activities.

3. General Provisions

Persons covered under this Code shall:

- a) respect and follow BWF rules, regulations, policies and guidelines;
- b) be aware of the importance of their duties and the obligations and responsibilities that are connected with the performance of their duties;
- c) perform their duties with due care and diligence and behave in a dignified and ethical manner in the discharge of their duties while always acting with complete honesty, credibility, impartiality and integrity;
- d) not abuse their position in any way, including taking advantage of their position for personal gain;
- e) act in compliance with the core values, principles and conduct described in this Code in any activity related to the BWF;
- f) report any potential breach of this Code to the officials whose responsibility is to take appropriate action;
- g) cooperate with and provide any relevant information related to any investigations and judicial processes.

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4. Core Values, Principles and Conduct

The following details the core values, principles and the conduct required of persons covered under this Code of Ethics.

4.1 LOYALTY

Loyalty to the purposes, objectives, values and principles of the BWF is a fundamental obligation of parties covered under the Code.

4.2 DIGNITY

All parties shall respect the rights, dignity and worth of all persons and shall act with understanding, tolerance, sensitivity and respect for diversity and shall act without discrimination of any kind.

Persons covered under this Code shall not undertake any action, use any words that denigrate an individual, or use any other means that offends the human dignity of a person or group of persons, on any grounds including but not limited to skin colour, race, religion, ethnic or social origin, political opinion, sexual orientation, disability or any other reason contrary to human dignity.

4.3 HARASSMENT FREE

All forms of harassment, be it physical, psychological, professional or sexual harassment, are strictly prohibited. The welfare of people under the age of 18 is particularly important so as to give them protection from unprofessional practice, abuse and bullying.

4.4 INTEGRITY

Maintain the highest standards of integrity, including honesty, truthfulness and not knowingly providing false information, fairness and incorruptibility in all matters affecting roles and duties of parties covered under the Code.

No individual covered under the Code shall, directly or indirectly, solicit, accept or offer any concealed remuneration, commission, benefit or service of any nature connected with their role in the BWF.

4.5 GIFTS

No parties covered under the Code shall solicit or accept gifts including travel and 'in-kind' benefits from any source external to the BWF which may bring into question their integrity, independence, impartiality and objectivity.

Only gifts of a nominal value, in accordance with the prevailing local customs, may be given or accepted as a mark of respect or friendship. Reasonable hospitality in accordance with the prevailing local customs may be given and accepted as a mark

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of respect or friendship.

Any gifts above the acceptable nominal value of any other kind must be declared to the Secretary General and provided to the BWF office.

4.6 ACCOUNTABILITY

All parties performing roles and functions within the BWF are accountable for the proper discharge of their function and for their decisions and actions taken by them. Decisions are made in the interest of the BWF. Decisions and actions shall be under scrutiny as appropriate to the particular position.

4.7 NEUTRALITY

All parties under the Code shall remain politically neutral in any dealings with government institutions, national and international organisations, associations or groupings including BWF Members and their representatives in accordance with the principles and objectives of the BWF.

4.8 CONFLICTS OF INTEREST

Persons covered by the Code shall avoid any situation that could lead to a conflict of interest or perceived conflict of interest. Any actual, perceived or potential conflict of interest must be declared and action taken by the individual to remove themselves from the situation where a conflict may arise.

A conflict of interest involves a conflict or perceived conflict between the public duty of an individual and the private interests of the individual, in which the private interests could improperly influence the performance of the individual's official duties and responsibilities.

A private or personal interest could include gaining any possible advantage for the individual concerned or their family, relative, friends, and acquaintances.

More specifically, conflicts of interest can be, but not limited to actual, perceived, or potential:

- Actual: involves a direct conflict between current duties and responsibilities and existing private interests.
- Perceived: conflict exists where it could be perceived, or appears, that private interests could improperly influence the performance of duties - whether or not this is in fact the case.
- Potential: arises where private interests could conflict with official duties.

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A conflict of interest can be pecuniary (involving financial gain or loss) or non-pecuniary (based on enmity or amity).

A conflict of interest can arise from avoiding personal losses as well as gaining personal advantage, financial or otherwise.

4.9 CONFIDENTIALITY

Persons covered by the Code shall not disclose information entrusted to them in confidence and which has not been made public. Disclosure of other information shall not be for personal gain or benefit, nor be undertaken maliciously to damage the reputation of any person or organisation.

4.10 INTEGRITY OF COMPETITIONS

No person covered under the Code shall influence or attempt to influence the course or result of a badminton match or part thereof, to obtain advantage for oneself, or for others and to remove all or part of the uncertainty normally associated with the results of a competition.

No person shall undertake any actions or behavior that contravenes the Code of Conduct in Relation to Betting, Wagering and Irregular Match Results.

No person covered under the Code shall undertake any action promoting, facilitating, associating with, or otherwise supporting behaviour or actions that contravene the BWF Anti-Doping Regulations

5. Judicial Processes

- 5.1. Alleged breaches of this Code of Ethics or any of the related Codes of Conduct shall be investigated using the principles and procedures detailed in the BWF Judicial Procedures.
- 5.2. Individuals or organisations covered under this Code are required to report breaches of the Code of Ethics, or related Codes of Conduct.
- 5.3. Individuals or organisations covered under this Code or related Codes of Conduct are required to cooperate and assist fully in investigations.
- 5.4. If an individual or organisation covered under this Code or related Codes of Conduct have committed any offence under the Codes, the individual or organisation shall be deemed to have breached this Code. Breaches of the Code constitute the basis for disciplinary action and appropriate penalties.

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- 5.5. Some breaches of the Code of Ethics or related Codes of Conduct have a process whereby an Administration Fine is applied as a penalty (see General Competition Regulations Appendix 11 - Table of Offences and Penalties).
 - 5.6. Other alleged breaches of the Code require a disciplinary hearing process as determined by the BWF Judicial Processes.
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