



## 1. PREAMBLE

BWF and its Continental Confederations are responsible for safeguarding the integrity and reputation of the sport of badminton worldwide. Together, through their values, rules, education programmes and practices, they strive to protect the sport from illegal, immoral or unethical methods, activities and practices that may harm the badminton community or bring the sport into disrepute.

The BWF and its Continental Confederations wish 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 of Ethics defines the most important core values, principles for behaviour and conduct of personnel in the badminton community. The Codes of Conduct describe the types of conduct and behaviour of people performing particular roles in the activities of the BWF, its Continental Confederations and its member associations.

## 2. DEFINITIONS

Capitalised terms in this Code shall be understood as follows:

2.1. Continental Confederation has the same definition as in the BWF Constitution.

2.2. Covered Person has the same definition as in the BWF Judicial Procedures (BWF Statutes, Section 3.1).

2.3. Member (and Associate Member) has the same definition as in the BWF Constitution.

## ~~2.3.~~ APPLICATION OF THE CODE OF ETHICS AND THE CODES OF CONDUCT

3.1. This Code of Ethics applies to all Covered Persons.

3.2. The Codes of Conduct (BWF Statutes, Section 2.2) apply to all Covered Persons, except, in relation to Continental Confederations activities, the following Codes of Conduct where the relevant Continental Confederation has opted out of their application:

3.2.1. Code of Conduct: Candidates for Elections (BWF Statutes, Section 2.2.1);

3.2.2. Code of Conduct: Elected Officials (BWF Statutes, Section 2.2.2); and

3.2.3. Code of Conduct: Bidding Organisations (BWF Statutes, Section 2.2.3).

~~This Code of Ethics, along with the associated Codes of Conduct, cover all "Covered Persons". Covered Persons include Players, Officials and Related Persons under the authority of the BWF, its Continental Confederation and members associations, along with any person who has agreed to bound by these regulations.~~

~~These terms shall be understood as follows:~~

## 2 GENERAL PROVISIONS

Covered Persons shall:

- a) respect and follow BWF rules, regulations, policies and guidelines, along with those of the relevant Continental Confederation;
- 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) if they are Officials, 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; **and**
- g) cooperate with and provide any relevant information related to any investigations and judicial processes.

### **53 CORE VALUES, PRINCIPLES AND CONDUCT**

The following details the core values, principles and the conduct required of Covered persons:

#### **5.13.1 Loyalty**

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

#### **5.23.2 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.

Covered Persons 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.

#### **5.33.3 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.

#### **5.43.4 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 Official 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, its Continental Confederations or its member associations.

#### **5.53.5 Gifts**

Officials covered under the Code shall solicit or accept gifts including travel and 'in-kind' benefits from any external source 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 of respect or friendship.

Any gifts above the acceptable nominal value of any other kind must be declared to the relevant authority.

#### **5.63.6 Accountability**

All Officials of the BWF, its Continental Confederations and member associations are accountable for the proper discharge of their function and for their decisions and actions taken by them. Officials should make decisions in the sole interest of the organisation they represent. Decisions and actions shall be under scrutiny as appropriate to the particular position.

#### **5.73.7 Neutrality**

Covered Persons 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.

#### **5.83.8 Conflicts of Interest**

Officials 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.

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.

#### **5.93.9 Confidentiality**

Covered Persons 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.

#### **5.103.10 Integrity of Competitions**

No Covered Person 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 behaviour that contravenes the Code on the Prevention of the Manipulation of Competitions (BWF Statutes, Section 2.4) of Conduct in Relation to Betting, Wagering and Irregular Match Results.

No Covered person shall undertake any action promoting, facilitating, associating with, or otherwise supporting behaviour or actions that contravene the BWF Anti-Doping Regulations (BWF Statutes, Section 2.3).

## **64 JUDICIAL PROCESSES**

6.14.1 Potential breaches of this Code of Ethics or any of the related Codes of Conduct shall be investigated and pursued according to the BWF Judicial Procedures (BWF Statutes, Section 3.1).

## **75 REPORTING & COOPERATION**

### **7.15.1 Reporting**

7.1.15.1.1 Persons covered under this Code shall immediately report to the BWF (integrity@bwfbadminton.org) or to the relevant Continental Confederation any breach, or any attempt to breach, the Statutes by any party.

7.1.25.1.2 Covered Persons making an unfounded or irresponsible accusation may be sanctioned.

### **7.25.2 Cooperation**

7.2.15.2.1 Covered Persons shall cooperate and assist fully in investigations and in any other part of judicial procedures.

## **86 OFFENCES**

### **8.16.1 Prohibited Association**

8.1.16.1.1 Covered Persons shall not associate in a professional or sports-related capacity with any individual who is serving a Suspension falling under the competence of the Independent Hearing Panel.

8.1.1.16.1.1.1 To establish a breach under this article, it must be established that the Covered Person knew of the individual's disqualifying status, or knew that there was a significant risk that the individual had a disqualifying status and that the Covered Person could reasonably avoid the association.

8.1.1.26.1.1.2 The burden shall be on the Covered Person to establish that any association with the individual described in this Article is not in a professional or sport-related capacity.

### **8.26.2 Retaliation against reporting**

8.2.16.2.1 Covered Persons shall not take any action against any person which has the effect of penalising or discouraging that person from reporting of an alleged breach to the BWF, a Continental Confederation, law enforcement or a professional hearing body.

[8.2.26.2.2](#) Covered Persons shall not retaliate against a person who has reported in good-faith an alleged breach to the BWF, a Continental Confederation law enforcement or a professional disciplinary body.