



i am

"i am" is BWF's global integrity campaign.

This campaign is about players, coaches, technical officials and administrators working together to protect our sport from threats like doping, match fixing, illegal betting and corruption.

Players are at the centre of this campaign.

Every player has the right to compete in clean and fair sport.

clean • honest • badminton

The "i am" campaign offers a platform for players to express their love and respect for badminton.

Players can do this by pledging their commitment to clean and honest play.

This campaign focuses on the overwhelming majority of players who are proud to compete clean and true.

The "i am" campaign is an opportunity for players to proudly state:

**i am clean
i am honest
i am badminton**

do the right thing protect our game

Doping, match fixing, illegal betting and corruption are threats to the integrity of sport.

These threats to integrity risk the future of sport.

The decisions made by players, coaches and technical officials today carry the weight of badminton's future.

#iambadminton



play your part protect our game



Everyone has a responsibility to keep badminton clean and fair.

players

- ✓ make a pledge • commit to clean badminton
- ✓ play your best • play to win • play true
- ✓ be smart - know the rules • anti-doping • anti-match fixing
- ✓ get information • seek advice

entourage (coaches, team managers, medical staff)

- ✓ be a good role model • show good sports values
- ✓ help educate players
- ✓ promote clean play • fair play
- ✓ follow the codes of conduct - players / coaches

technical officials (referees, umpires, line judges)

- ✓ officiate with integrity
- ✓ be impartial and fair always

i am clean
i am honest
i am badminton

#iambadminton

