



## 1. PURPOSE

- 1.1. To ensure and maintain the highest standards of conduct for those seeking elected positions in the BWF and its Continental Confederations.

## 2. DEFINITIONS

- 2.1. **Candidate** means a person who is running for Elections, from the time his/her candidacy is received by the Elections Body or declared publicly, until the time the Election is completed or his/her candidacy is withdrawn.
- 2.2. **Election** means any election for an elected position under the framework of the BWF or its Continental Confederations.
- 2.3. **Elections Body** means the body organising the Election, whether the BWF or any of its Continental Confederations.

## 3. APPLICABILITY

- 3.1. This Code of Conduct is applicable to all Candidates.
- 3.2. Candidates shall also be bound by the Judicial Procedures and the Badminton Code of Ethics as "Officials".
- 3.3. This Code sets rules on what is reasonable and ethical conduct for those individuals seeking to be elected onto BWF or Continental Confederation bodies.
- 3.4. The Code provides guidance for Candidates themselves as well as for the badminton community on how Candidates should conduct their campaigns and the role of others in such campaigns.

## 4. GENERAL PROVISIONS FOR ELECTIONS

- 4.1. Each Candidate shall provide an official document to the Elections Body using the format provided. The Candidate document describes how he/she meets the requirements for the post for which they are a Candidate, and the experience, skills and qualities they would bring to the position if elected.
- 4.2. The official candidature document shall be made available to the electorate.
- 4.3. All Candidates shall be given an opportunity to be presented to their electorate.
  - 4.3.1. For the BWF:
    - 4.3.1.1. Candidates for President and Deputy President shall be provided with an opportunity to make a presentation to the BWF membership at the Members Forum directly before the AGM where the Election are to take place.

This presentation should focus on the credentials of the Candidate and the vision and objectives for his/her term if elected. The presentation shall last no more than 10 minutes and may include video presentations and multi-media.
    - 4.3.1.2. Candidates for Council will be introduced or presented to the BWF membership either at the BWF Members Forum immediately before the Elections, or the AGM at which the Elections are to take place.

- 4.3.1.3. Candidates for other bodies such as the Athletes' Commission and Para-Badminton Athletes Commission shall have an opportunity to be presented to the voting constituents, the guidelines for which shall be determined by Council.
- 4.3.2. For elections for Continental Confederations bodies, the Continental Confederations shall each be responsible for putting in place a procedure that allows Candidates to be presented to their electorate.
- 4.4. The BWF and the Continental Confederation staff shall maintain a strict duty of neutrality at all times. Staff shall limit their interactions with Candidates strictly to the content of their role as staff.

## **5. SPECIFIC PROVISIONS FOR THE CODE OF CONDUCT**

- 5.1. Candidates shall run election campaigns with dignity and moderation, with all Candidates showing respect for other Candidates.
- 5.2. No Candidate or campaign shall bring the BWF, its Continental Confederations or the sport of badminton into disrepute.
- 5.3. Candidates shall show respect for the democratic voting and/or election process.
- 5.4. Candidates may promote his/her candidature, subject to respecting the provisions of this Code of Conduct.
- 5.5. Candidates may grant interviews to the media.
- 5.6. Candidates shall not accept paid travel, expenses, air tickets or accommodation from other Candidates, their representatives, Members or Continental Confederations to attend meetings and activities directly related to a Candidate's elections.
- 5.7. Candidates who occupy an elected position on a BWF or Continental Confederation body at the time of the Elections shall not use said body's resources to fund travel and campaign activities.
- 5.8. No assistance, whether financial, material or in kind, be it direct or indirect, may be given to Candidates by a Member.
- 5.9. Candidates may in no case and under no pretext give presents, offer donations or gifts or grant advantages of whatever nature.
- 5.10. No Candidate shall offer material benefits, directly or indirectly, to the voting constituencies to influence the result of an election.
- 5.11. No Candidate shall seek or accept gifts or gratuities for him/herself, his/her family or friends from any outside organization or person having or seeking to have an involvement with the BWF or its Continental Confederations.
- 5.12. No Candidate may enter into any promise or undertaking to be performed, whatever the timing of such performance, for the direct or indirect benefit of a Member, a group of Members, an organisation, region or partner.
- 5.13. Candidates may not enter into any form of undertaking with any natural or legal person likely to affect the freedom of decision or action of the future BWF Council member.
- 5.14. Candidates shall not request the support or service in relation to a candidature from any staff member of the office of the BWF or its Continental Confederations.

- 5.15. Candidates must refrain from making negative, derogatory or personal comments in relation to BWF or Continental Confederation Elected Officials and staff through media and social media posts. They must also refrain from comments that may question their professionalism or integrity.

## **6. JUDICIAL PROCEDURES**

- 6.1. Potential breaches of this Code of Conduct shall be investigated and adjudicated in accordance with the principles and procedures set out in the BWF Judicial Procedures.