

Global Biking Initiative



# Code of Conduct

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# Global Biking Initiative



The Global Biking Initiative (GBI) is a fast-growing, worldwide cycling initiative. More and more country organizations are following the spirit, implement the GBI concept and are building a unique bicycle community. Ambitious riders have the chance to join several cycling events in the world, some only for a single day, others lasting more than a week and crossing multiple countries and have the chance to experience a unique cycling and real global community experience.

The Global Biking Initiative is understood as an international cycling community, that is open-minded, tolerant, cosmopolitan and supporting diversity in any area like nationality, religion, gender, sexual orientation or sportive ambition. The GBI is against any kind of discrimination and intolerance.

This Code of Conduct captures the principles that should govern GBI's business. They are based on universal values such as trust, integrity, transparency and accountability.

By following these principles, we ensure that GBI's operations are characterized by good business ethics and are conducted with respect for others, while also safeguarding sustainable development.

The Code of Conduct has to be adopted by all acting GBI'ans and responsibility for compliance rests with all of us. That is how we earn the trust and tolerance that forms the basis for our community.

Sincerely

A handwritten signature in black ink that reads 'M. Leuenberger'.

Michael Leuenberger  
Chair Global Biking Initiative



# Global Biking Initiative



## 1. Introduction

### Why a Code of Conduct?

Global Biking Initiative is a community acting in the international arena and we, as GBI'an, all carry with us the GBI brand in our daily operations. Our vision and values can only be fulfilled when we all understand that we must represent the initiative in a way that meets high ethical standards. This way we will gain respect in the society, and we will create a working environment that is attractive to us.

By following the standards and principles of this Code of Conduct, we will demonstrate in practice what our value means to the initiative and to us.

### What is covered by the Code of Conduct?

The Code of Conduct is based on the ten principles of the UN Global Compact<sup>[1]</sup>, enriched with own important GBI values. It is a summary of the standards and principles of conduct expected of all GBI'ans. It does not, however, cover all aspects of behavior. There will always be areas where we need to use our judgment as individuals.

The Code of Conduct might be supplemented by more detailed policies and directives in defined areas. It is our responsibility to know when to go further in our repository to get information about the detailed policies, directives and standards.

### GBI commitments and Zero Tolerance

The GBI management and partners and its employees and volunteers must commit to these standards and principles. Acts in violation of the Code of Conduct may cause damage to GBI's reputation and may even lead to legal actions against the initiative and staff. Any misbehavior against our Code of Conduct will result in appropriate actions.

<sup>[1]</sup> The United Nations Global Compact is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption.

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Participants of GBI events also fall under the GBI Code of Conduct. According our Terms & Conditions, we reserve the right to take appropriate action against anyone within the GBI events, who does not accept our values and who acts, expresses or publishes in an inappropriate, intolerant or even discriminating way.

## **We follow local laws and regulations**

GBI has operations in a number of jurisdictions and is represented in many more. We are responsible for understanding and following local laws and regulations in the countries where we are present or offer our services. In the event that these are less restrictive than our own standard, we shall always apply the GBI standard unless other instructions are given.

## **Seeking advice**

We will inevitably be confronted with complex situations where we feel we do not get a clear answer from the Code of Conduct. When this is the case, we expect partners, employees and volunteers to discuss the matter with their nearest superior or to seek advice from the GBI Management.

Advice and support can always be requested and received via [CodeOfConduct@gbi-event.org](mailto:CodeOfConduct@gbi-event.org)



## 2. GBI is against Corruption

### **We act fairly and honestly**

We are firm believers in free activities and in fair competition and acting on a level playing field. This system is protected and promoted by competition law. We always conduct our business in compliance with antitrust laws and other laws that regulate competition.

### **We work to prevent corruption and corruptive practices**

GBI applies zero tolerance for corruption. This means that we must not under any circumstances be engaged in, encourage or tolerate bribery through payments or other benefits to public officials or private sector employees with the aim of obtaining or retaining business, approvals or any other advantage.

### **We do not offer improper gifts or hospitality**

Moderate and reasonable gifts and hospitality which are customary in business are normally acceptable if given for the right reason, i.e. demonstrating GBI's products and services, improving the image of the initiative or establishing cordial business relations. We shall however be aware that even customary gifts and hospitality may be inappropriate in connection with forthcoming or ongoing relationships.

We shall not offer gifts or hospitality of a value or nature or under circumstances that may be seen as an attempt to improperly influence decisions or obtain other improper advantages.

Openness, transparency and correct recording are key elements to demonstrate compliance with these requirements.

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## **We do not accept improper gifts or hospitality**

As GBI partners, employees and volunteers we must always be, and be seen as, impartial and professional when dealing with others. From this it follows that we shall only accept gifts and hospitality offered by others if they are reasonable in relation to the business in question and if they are within the boundaries of standard behaviour.

Gifts and hospitality of high value or of unusual or unethical nature shall not be accepted.

## **We avoid conflicts of interest**

We shall always keep personal interests apart from GBI's interest. Decisions by or for the Global Biking Initiative must never be influenced by personal preferences or relationships.



## 3. GBI Workplace

### **GBI workplaces are safe**

GBI shows commitment to health and safety and works to eliminate accidents, illnesses and injuries. We see it as our duty to protect each other's health and safety and to help each other create a sound working environment. We do not tolerate any form of harassment, bullying or other offensive physical or verbal treatments. It is a common task to ensure that the working environment is safe, both physically and psychologically.

### **GBI is not political**

We strongly believe in a world where everybody can freely speak and is allowed to have its own opinion. Living together is based on dealing with different views and political interests. But the GBI is not a place to do politics. The Global Biking Initiative is a place where people from all over the world, independent of individual political opinions, come together to cycle in a tolerant, diverse and cosmopolitan environment and return home with new impressions and unforgettable moments in memories. Any politically motivated activities shall not be undertaken by any GBI'an and immediately stopped where detected.

### **GBI cares for the environment**

Wherever we act, we shall contribute to sustainable development. This means that we shall reduce environmental risks and minimize our footprints in the environment in any of our activities. Wherever possible, GBI activities should not result in environmental damages, e.g. wherever possible recyclable assets should be used, necessary environmental modifications shall be undone after it's no longer needed, the usage of water shall be minimized, the generation of waste should be reduced to an absolute minimum, etc.



## 4. GBI Values

### **Diversity is a basis for successful events and unique experiences**

We firmly believe that an environment characterized by diversity establish a solid foundation for greater creativity and unique experiences.

We shall work actively to make GBI more diversified at all levels of the initiative because it is a basis for successful events and unforgettable moments.

### **Discrimination is prohibited and threat everybody equally**

Our actions and judgment are based on people's skills, behavior and abilities and must never be based on irrelevant factors, such as gender, age, ethnic or national origin, religion, disability, sexual orientation, union membership or political affiliation. As GBI'an we shall act with respect for all people regardless of differences and always treat everybody equally.

### **We respect privacy**

We respect the fundamental human right of privacy. Personal information must be obtained correctly and lawfully, be relevant for the purpose for which it has been obtained and be treated with utmost care. Personal information is only shared giving consent by the person the information belongs to.

### **We respect cultural and religion differences**

We respect the right of own culture and religion. GBI staff, volunteers and participants shall be able to live according their own cultural and religion behavior as long as others are not impacted in an unacceptable way. Dealing with different cultures together at the same place at the same time might require a high degree of tolerance but is also a priceless occasion for new impressions and widen person horizons.



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## **We are responsible and take credibility**

We are always responsible in what we are doing and communicating. We take personal responsibility and credibility for any activities we are conducting and don't act if we personally believe the action will be against the law, against the GBI Code of Conduct or any other appropriate behavior.

## **We deliver excellence**

We always go the extra mile to deliver excellence to our community and the world around us. Across the value chain, we drive excellence in the delivery of our products, services and processes- always with our participants' and community members' needs in mind.

In keeping our participants at the heart of our business, we will continue to drive excellence which will be demonstrated across our value chain, from our organizational set-up to our operational performance and in our delivery of a superior customer experience.

We will drive a deep customer focus to further strengthen our value proposition. Evolving deep, long-term relationship with our community members will be critical to achieving this objective.



## 5. Communication Media

### **We protect information as a valuable asset**

Information about the initiative is internal or confidential, unless publicly released through annual reports, press releases, product descriptions, storytelling or other similar material intended for public use. We shall not share information with others outside the company unless there is a business reason to do so.

Company information of a technical, commercial or marketing character is of a particularly proprietary and sensitive nature. This information may also include inside information. The use and distribution of such information shall be on a need to know basis. GBI partners, employees and volunteers entrusted with such information must be familiar with the confidentiality requirements and procedures as regards such information, and always ensure that the company's interests are preserved. Information shall always be assessed according to its value to ensure that it is given the proper protection level. We shall pay attention to the risk of unintentional exposure of information, for instance by discussing company matters with co-workers during transportation or in public places and so on.

### **Information systems are our work tools**

We use information systems (such as laptops, online media solutions, mobile devices, etc.) professionally and as a means to continuously increase efficiency in our work processes. The company's communication tools must never be used for any unlawful or unethical purposes. Limited private use of company communication tools is acceptable if restricted to handling personal matters that do not interfere with work.

When we communicate using an information system associated with the GBI we always, regardless of method, represent the initiative. This means that we shall act respectfully and correctly, and always be conscious of the fact that our messages may be used for purposes other than those intended. We are cautious in handling restricted information and third-party proprietary information.

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We treat information obtained from others in the same way as we expect them to treat information received from us. We do not try to access or accept receipt of proprietary information from others, unless the owner has agreed to its release. Proprietary information that is accidentally received shall not be disseminated but instead be returned to its owner.

## **Social media**

We are aware that there is a strong external focus on GBI and that our initiative is constantly scrutinized in the social media sphere.

We encourage partners, employees, volunteers and participants to engage with GBI in social media, but we must not spread any GBI information that is not intended for the public and we should never use social media in a way that can cause harm to GBI's brand or reputation.

## **Communication with the media**

Only appointed GBI representatives are authorized to speak on behalf of GBI in the media, including any form of social media. Partners, employees, volunteers and participants are of course free to talk to the media about their individual GBI experiences but only as individuals and never speaking in the name of the Global Biking Initiative or even providing the impression to doing so.



## 5. Glossary

### UN Global Compact

#### HUMAN RIGHTS

- Principle 1:** Businesses should support and respect the protection of internationally proclaimed human rights and
- Principle 2:** make sure that they are not complicit in human rights abuses.

#### LABOR

- Principle 3:** Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
- Principle 4:** the elimination of all forms of forced and compulsory labour;
- Principle 5:** the effective abolition of child labour; and
- Principle 6:** the elimination of discrimination in respect of employment and occupation.

#### ENVIRONMENT

- Principle 7:** Businesses should support a precautionary approach to environmental challenges;
- Principle 8:** undertake an initiative to promote greater environmental responsibility; and
- Principle 9:** encourage the development and diffusion of environmentally friendly technologies.

#### ANTI-CORRUPTION

- Principle 10:** Businesses should work against corruption in all forms, including extortion and bribery.