

Code of Conduct

Established by the board of IF Elfsborg
2022-04-07

Contents	Page
1. What is a code of conduct?	3
2. Why a code of conduct for IF Elfsborg?	3
3. How does the code of conduct affect you?	3
4. Compliance with the code of conduct	3
5. What does IF Elfsborg's code of conduct contain?	4
6. We care for our club brand and brand	4
6.1 Business information and confidentiality	5
6.2 Behavior during representation, galas, banquets, trips, etc.	5
6.3 Behavior regarding games and betting	5
7. Communication and social media	5
8. Social, environmental and economic sustainability	5
8.1 Social sustainability (We Together/Vi Tillsammans)	5
8.1.1 Mental illness	6
8.2 Environmental sustainability	6
8.3 Economic sustainability	6
8.3.1 Gifts and representation	6
9. Internal documents you are expected to take part of	7
Good examples	7

1. What is a code of conduct?

A code of conduct contains a set of guidelines for how a company or an association should conduct their business and activities in an ethical, social and environmentally correct manner. Our code of conduct is based on IF Elfsborg's core values and describes how we expect you to behave when you represent IF Elfsborg. The code of conduct is available in Swedish and English on our external website and on our intranet. The code of conduct is attached to the employment contracts signed by IF Elfsborg.

2. Why a code of conduct for IF Elfsborg?

Within IF Elfsborg, we always need, at all levels, to act in a way that in the long term instills trust and confidence in us both internally to our employees and members as well as externally, to our sponsors, authorities, media, partners and other stakeholders in society. Swedish Professional Football Leagues (Svensk Elitfotboll) points out that *"as members of Swedish Professional Football Leagues and participants in Allsvenskan and Superettan, we all have a joint responsibility for Swedish football. Together, we nurture the brands of the leagues and clubs by setting a good example and setting an example for how we behave on and off the pitch."* (www.svenskelitfotboll.se/en/code-of-conduct/) Our code of conduct highlights behaviors that IF Elfsborg should be associated with, a football culture that promotes companionship, inclusion, respect for everyone's equal value as well as joy and community.

As one of the region's elite team, we must be aware that we represent a public interest and act as role models. This places higher demands on us to always set a good example and be an example in our actions and conduct. And this responsibility applies in particular on management, staff, leaders and elite players who are considered as public figures.

3. How does the code of conduct affect you?

This code of conduct applies to and must be applied by employees, elected representatives, players, leaders and volunteers within IF Elfsborg as well as for its subsidiaries. As a representative for IF Elfsborg you have a responsibility to know and act according to the intentions of the code of conduct. In addition to us having to follow our code of conduct, we also believe and expect that our members, supporters, partners and others in our wide network share our values and want to contribute to IF Elfsborg being perceived in accordance with these values and therefore see value in comply with this code of conduct.

4. Compliance with the code of conduct

Within IF Elfsborg, we must keep our code of conduct current and alive by having an open dialogue about what it means in different situations. As a leader, elected representative, employee and player, you have a special responsibility for its compliance by referring to the code of conduct and its underlying values when necessary.

The board follows up that the code of conduct is complied with and that everyone who represents IF Elfsborg has knowledge of its content. The board takes a serious view of violation, neglect and deviation from the code of conduct, which can lead to labor law consequences.

5 What does IF Elfsborg's code of conduct contain?

The code of conduct aims to describe in a simple and clear way how you are expected to behave and treat others. Our code of conduct is of course completely in line with Swedish Professional Football Leagues's joint code of conduct, which, like ours, points out that:

- Everyone feels welcome, regardless of gender, sexual orientation, religion, ethnicity or nationality.
- Everyone feels safe and secure attending our events.
- We work together to affirm the positive atmosphere in our stands.
- We all show respect for each other regardless of whether it concerns the game, the players, the referees, the leaders, the employees, the elected representatives and the audience.

Our code of conduct cannot provide answers to how you should act in every single situation. The code of conduct, on the other hand, provides general guidance on how you should act and behave in different situations you are faced with, based on what we at IF Elfsborg see as good judgement, behavior and common sense.

In doubtful situations, you can ask yourself questions such as:

- What does the law and our internal rules say about my actions?
- How would a role model act?
- Can I stand for my actions in relation to IF Elfsborg's core values and code of conduct?
- Can my actions affect IF Elfsborg's reputation and brand?
- Have I sought guidance and listened to advice from colleagues and managers?

6. We care for our club brand and brand

Our brand is one of our greatest assets and many of our stakeholders want to be seen together with IF Elfsborg. In which way our brand IF Elfsborg is perceived is determined by how you act when you represent IF Elfsborg. Fundamental in our business is to meet other people respectfully. Welcoming and correct behavior by everyone who represents the club, players, leaders, employees, is therefore important to continue to strengthen and build IF Elfsborg's brand and the values we stand for. We each have a responsibility to ensure that everyone feels included and appreciated in our joint work, we are each other's work environment. Therefore the following applies:

- You use polite language and avoid expressions that may offend other people. We do not use expressions with racist or religious allusions as well as sexist words.
- We have zero tolerance for sexual harassment, both verbal and physical.
- We distance ourselves from all forms of online hate, violence, bullying, racism, drugs and doping.
- You behave socially competent, which means that you are accommodating, helpful, maintain a good tone of conversation that creates a pleasant and positive atmosphere.
- You treat and receive the audience, supporters, representatives of opposing teams, representatives of the media, match officials and other staff in a professional and pleasant manner.
- We do not accept any form of discrimination.

Of course, we comply with all applicable legislation. At the slightest doubt, we must quickly obtain knowledge from expertise (legal, tax, labor law, etc.) to ensure that our actions are correct on every occasion.

6.1 Business information and confidentiality

Information about IF Elfsborg's business, transitions, and purchases is confidential and may not be disseminated externally or internally to those who are not affected or work with the issue.

6.2 Behavior during representation, galas, banquets, trips, etc.

In contexts where alcohol is present, a special responsibility applies to you as a representative of IF Elfsborg. You are expected to maintain correct behavior, which means that you act professionally and representatively and take responsibility for your alcohol consumption.

6.3 Behavior regarding games and betting

As representatives of IF Elfsborg, you may be exposed to various forms of external pressure. In accordance with current legislation and the sports regulations RF/SvFF including SEF's guidelines, we/you have as an association obligation to counter prohibited betting and manipulation/match fixing. If you are contacted and asked to participate in manipulation, know or suspect that someone else has, you must immediately inform the nearest leader/manager, SvFF or RF. As a player and manager in the Allsvenskan (and Superettan), you have a responsibility to attend the mandatory training in player responsibility and anti-match-fixing.

You can always turn to IF Elfsborg's Integrity officer, who has specific training on gambling responsibility and match-fixing. If you feel uncertain about whether you can play, participate in betting or not, you should refrain.

7. Communication and social media

IF Elfsborg's communication must be open and easily accessible, accurate and professional. You are expected to be a good representative of the association and not in any context in the public space (such as a restaurant, train/flight, etc. or via social media) act or express yourself in a way that could damage IF Elfsborg's business and brand. You need to consider this even when you may think you are in more private contexts and gatherings.

We strive for good relations with the media. The board appoints primary spokespersons for IF Elfsborg. If you are contacted by the media, you must always see it as being contacted in the role of representative of IF Elfsborg and always involve the communications manager. It is important that you present factual and relevant information and refrain from expressing your own private opinions or positions.

8. Social, environmental and economic sustainability

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs." (Brundtland Report)

8.1 Social sustainability (We together/Vi Tillsammans)

IF Elfsborg has great opportunities to positively influence our local environment and brighten everyday life for many. Therefore, it is expected that you get involved and participate practically in our social projects that create opportunities for increased quality of life for people. It can be about

everything from making school and hospital visits, meeting children and young people at schools and in association life, to getting involved in our international projects.

Social sustainability is also about your own and your colleagues' health and well-being and about equality in our organization and association. You have a responsibility to speak up if you perceive that our work environment is not healthy and safe.

8.1. 1 Mental illness

As a representative of IF Elfsborg comes a responsibility which, based on our different roles, can sometimes be mentally stressful. It can express itself in many ways, including sleep and eating disorders, self-doubt, stress, low mood and depression. Gambling addiction and other addictions can also follow in the wake of mental illness.

Each of us must be observant of ourselves, colleagues and others in our vicinity and support each other by daring to ask questions and stand still and listen. Being able to express how you feel and be listened to can be one of the most important protective factors in avoiding mental illness. If you perceive signs of mental illness, contact the nearest manager/leader.

8.2 Environmental sustainability

For IF Elfsborg, environmental sustainability is about managing and reducing the negative environmental impact that we cause through our activities. Of course we must follow the legislation in the area and be up-to-date on what applies. In addition to legal requirements, you must:

- In all situations consider and take responsibility for purchasing and using materials from an ecological and environmentally sustainable perspective.
- Be aware and think strategically about sustainability and the environment in your everyday work within IF Elfsborg and, as far as possible, switch to increased reuse and recycling.
- Feel that you have the code of conduct behind you in your actions to reduce the negative environmental impact that our business and activities can cause, and when you point out the need to change certain behaviors and purchases to better live up to what is environmentally sustainable.

8.3 Economic sustainability

For IF Elfsborg, economic sustainability is about creating a stable economy over time to be able to develop the business for our members and the surrounding community. A healthy organization in the broad sense and healthy values are important for IF Elfsborg's future attractiveness, not least for the younger generation. This means that:

- We encourage each other to innovate and new thinking in accordance with our core values.
- We live as we teach.
- We distance ourselves from all forms of bribery and corruption.
- We distance ourselves from all forms of so-called black money, money laundering and other forms of withholding taxable funds.

8.3.1 Gifts and entertainment/representation

As an employee of IF Elfsborg you must neither take nor give improper compensation in the form of gifts, services, travel, meals or other benefits that causes your or the recipient's position to be called into question. The general rule is that the gift/benefit is open, moderate and that the recipient is not placed under any debt of gratitude.

Entertainment/representation must likewise be given or received at a moderate and reasonable level related to normal business operations. Moderate entertainment/representation refers to food and drink. If the value of gifts or entertainment/representation feels questionable, you should refrain or decline.

9. Internal documents you are expected to take part of

This code of conduct is based on our core values and is supported by clarifying policies, guidelines and rules for various subject areas. There are also supplementary documents that are specific to different parts of the association (eg the Yellow Thread). In order to get a complete picture of IF Elfsborg's code of conduct, you are expected to take part of the documents that concern you specifically based on your role in IF Elfsborg.

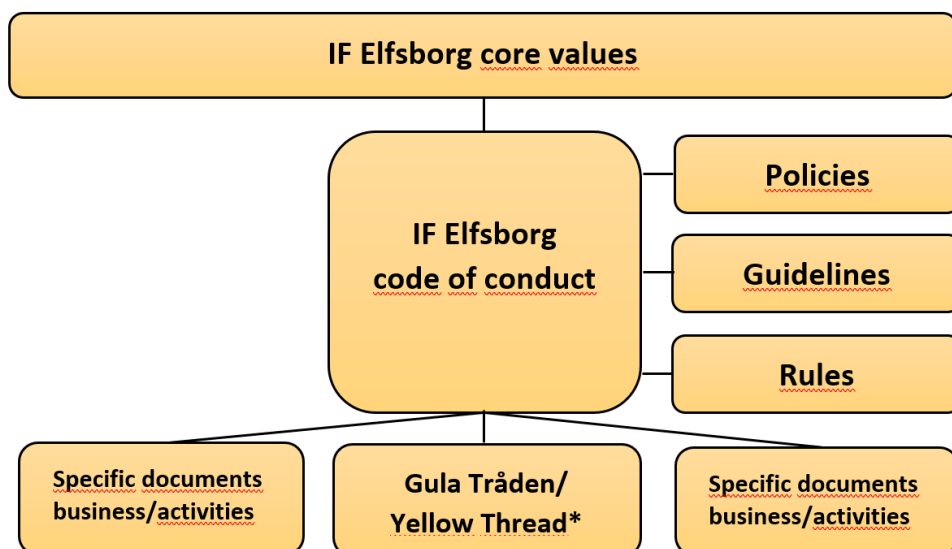
Core values = what we stand for.

Code of conduct = how we behave.

Policy = the association's attitude/position in a certain area, e.g. environmental policy.

Guideline = recommended ways of acting, e.g. guidelines around mental health.

Rules = absolute limits and requirements that must be followed, e.g. rules around gifts.



*) The Yellow Thread contains guidelines and goals for IF Elfsborg's elite and youth activities and applies to players, leaders and parents within the elite and youth activities.

Good examples

Best Friend Award

A long tradition within IF Elfsborg to highlight positive efforts both on and off the field. The award is the best you can get as a youth player in IF Elfsborg and part of the work to strengthen the association's value-based work. For several years now, this year's best friend winner has also received a youth scholarship from Old Elfsborgare and Sven Jonasson's memorial fund.

IF Elfsborg's away section at Borås Arena receives the supporters' award as Away Section of the Year 2022

The justification is, among other things, that Borås Arena is well built, that the supporters experience good reception from IF Elfsborg's staff and that they have succeeded in implementing good security during the matches. The Away Section of the Year award is the supporters' award to the association that has taken the best care of the opposing team's guests, with a focus on service, safety, reception and hospitality.

The Elite Referee Club appoints Jimmy Thelin as leader of the year 2021

The award for Leader of the Year goes to the leader who during the season excelled in helping to facilitate the work of the referees during the matches, through a balanced and objective leadership style. *“Jimmy has continued his successful leadership and continues to conduct himself in a respectful manner towards us judges. Jimmy presents his views in a constructive and calm manner and almost always chooses to focus on his own and his own team's performance, rather than on the referee. This means that Jimmy Thelin is named leader of the year in 2021.”*