



World Coffee Championships Competitor Code of Conduct

The Code of Conduct is applicable to all seven World Coffee Championships (WCCs). The WCCs are produced by World Coffee Events (WCE), a wholly owned subsidiary of the Specialty Coffee Association (SCA).

1. All competitors will abide by the SCA Code of Conduct: sca.coffee/code-of-conduct
2. SCA expects all competitors to be honest in their behavior and respectful of other competitor's and involved parties' rights, opinions, persons, and culture.
3. Competitors will comply with the most recent championship Rules and Regulations, available via the championship websites.
4. All competitors should take responsibility for the impact of their behavior on the SCA and the competition in which they are participating. Competitors are expected to abide by all laws and regulations of the country and location in which the competition is occurring and respect the culture of the hosting location. The SCA cannot be held responsible for any competitor violation of laws and regulations made by the competitor.
5. A competitor is an ambassador for the Competition Body they represent and for the coffee profession. Competitors are expected to interact with manners that are respectful, appropriate, and constructive even in challenging situations. The SCA encourages every competitor to act with integrity and to represent the profession and to respect the competition and its sponsors, and supporters.
6. Protests and complaints should be handled according to championship Rules and Regulations.
7. The official rankings of the championship will determine the relevant title that each competitor can claim for that competition year.
8. All competitors should work with the SCA in a positive manner.
9. The SCA reserves the right to change the Competitor Code of Conduct, and any rules, regulations, or other documents associated with the WCCs at any time. Competitors must abide by the revisions.

Social Media Policy

1. Competitors are encouraged to actively post on social media about their participation in the World Coffee Championships, including tagging the WCC social media channels.
2. All content posted in relation to competitions is expected to be in the spirit of fair play, dignified, in good taste, and must adhere to the SCA Code of Conduct.
3. Active competition appeals must not be discussed in public commentary until they are resolved, otherwise the appeal will be considered void.

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worldcoffeeevents.org