

# STATEMENT OF CORE VALUES – BVB 09 e.V.

## INTRODUCTION

The Statement of Core Values establishes rules for living and working together as well as exercising member rights in the club. It is intended to serve as a guiding principle and as a basis for the actions of all members. While this Statement of Core Values contains specific suggestions and recommendations for the members of the governing, representative and supervisory bodies of Borussia Dortmund, it in no way releases them from observing the rights and the obligations incumbent upon them, in particular those applicable to them by law, contract or under the Articles of Association.

## TERMS AND COMPONENTS OF THE STATEMENT OF CORE VALUES

**"We represent black and yellow and our crest steeped in tradition"**

*Club colours and logo*



We are true to the club colours of black and yellow and to our club crest (shown here), which was created in 1913 and is now and forever will be an unmistakable symbol of the club.

As Ballspielverein Borussia 09 e.V. Dortmund, we pledge that our home kits (jersey, shorts and socks) will be in the club colours of black and yellow. In exceptional cases, alternate kits (in particular the second and third kits) may have different colours in accordance with the regulations of the association. The club crest is always prominently displayed on the front of every jersey – regardless of whether it is the home kit or an alternate kit.

**"We play here"**

*National club competitions*

In accordance with and in addition to the provisions of our own Articles of Association and those of the association and league statutes, we are committed to our affiliation with and, in line with our financial resources, to actively taking part in national club competitions associated with the main sports set out in our Articles of Association. We will not take part in any international competition if this would conflict with our participation in the main national competition (e.g., Bundesliga).

**"We are family"**

*BVB family and club life/practices*

The single and greatest common denominator of our identity is the club, which we see as one big family. This BVB family has room for everyone who feels a bond with our club and shares its values. We see ourselves as a diverse, inclusive community and are home to all Borussia fans regardless of age, appearance, gender, sexual identity and orientation, culture, faith, skin colour, nationality or social background. Under the BVB umbrella, we stand together, respect and support each other as equal members of the BVB family. We respect, uphold and promote global rules on the protection of human and children's rights as fundamental and universally applicable standards. We oppose human rights violations, anti-constitutional and xenophobic activities and all forms of discrimination. We also advocate for the physical, mental and sexual integrity of every individual. In particular, we reject the use of child, forced and compulsory labour as well as all forms of slavery and human trafficking. The BVB family thus stands for honest, fair and non-discriminatory coexistence and conduct. With this self-image and our considerable appeal, we also see ourselves as a role model in our sporting competitions.

**"We are honest and open with each other"**

*Information and transparency*

We are always open and honest with each other, providing information about important aspects and transactions involving

the club in a transparent and accessible manner. The Executive Board of Ballspielverein 09 e.V. is committed to upholding these principles. It shall in particular notify the executive board members responsible for the departments if it learns of any material violations of the Articles of Association or the Statement of Core Values by members of the bodies of Ballspielverein Borussia 09 e.V., Borussia Dortmund Geschäftsführungs-GmbH or their legal representatives. Likewise, every member of the club acknowledges their own responsibility to notify the Executive Board if they become aware of any material violations of the Articles of Association or the Statement of Core Values. We consider it our duty to impart the values that our organisation stands for to new members.

### **"The 50+1 ownership rule stands"**

*BVB is not for sale*

We are committed to maintaining the 50+1 ownership rule as an instrument in German professional football. Ballspielverein Borussia 09 e.V. Dortmund also recognises and accepts its role as the sole shareholder of Borussia Dortmund-Geschäftsführungs-GmbH as provided for by the club's Articles of Association (see Article 17a (2) of the Articles of Association).

### **"United by Borussia"**

*Responsibility*

We will always be committed to making society prosper. By this we mean a club and a society that operate free of racism, anti-Semitism, LGBTQIA+ hostility, sexism, violence and discrimination. We stand firm in our conviction, call for and promote civil courage, and the signal we send with our anti-discrimination work is clear. We are also committed to the principles of sustainability, i.e., to our social, economic and ecological responsibility. We are therefore mindful and forward-looking in our use of the resources available to us and aim to achieve climate neutrality within a reasonable time frame and as our options for action allow.

We are also committed to preserving football as a popular sport for people from all social groups. We are therefore in favour of maintaining standing room places and socially responsible ticket prices, including of course for our sporting guests.

### **"And we will always be part of the Borussia family"**

*Club life/practices*

Ballspielverein Borussia 09 e.V. Dortmund is committed to its departments (football, handball, table tennis, fan affairs) and is open to forming further departments in line with its financial resources. Members are entitled to actively participate in the club in accordance with the rules applicable to the individual departments. We consider it our duty and our responsibility to shape the club in line with its values, purposes and mission, and to foster and preserve participation in the club across all departments. Cultivating and respecting our history, traditions and particularly deserving individuals serves us and our identity. At the same time, we consider it our continuing responsibility to increase and broaden the appeal of our organisation, particularly for younger generations.

### **"We are everyone..."**

*Dortmund – city of sports*

As a club steeped in tradition with international appeal, we are deeply rooted in Dortmund's history and are aware that our influence extends well beyond football. This gives us a special sense of responsibility, including when it comes to local amateur sports and the community. Ballspielverein Borussia 09 e.V. Dortmund is true to its hometown, sees itself as a patron in the spirit of partnership and considers Dortmund to be the venue for playing and hosting its home matches in national and international competitions, with the exception of any finals and final tournaments (e.g., final four). As a club, we also advocate in the context of our association membership in favour of all matches being played on the respective association's territory.

### **"We play fair"**

*Financial fair play in competition and in budget management*

We are committed to preserving competition as a show of solidarity for the spirit of team sports and our fundamental respect for all sporting opponents. This includes in particular endeavouring to fairly distribute centrally managed marketing income (e.g., TV advertising income) based on performance in order to support requirements and general conditions for equal opportunities in national and international competition as far as possible. We are also committed to the aim of balanced budget management.