



WORLD BARISTA CHAMPIONSHIP

PRESENTED BY:
THE SPECIALTY COFFEE ASSOCIATION OF AMERICA &
THE SPECIALTY COFFEE ASSOCIATION OF EUROPE

WBC LTD. ORGANIZATIONAL STRUCTURE & GOVERNANCE

1.0 PREFACE

The World Barista Championship Ltd. (WBC Ltd.) presents within this document its organizational structure, operational processes and rules and regulations for the World Barista Championship (WBC).

The WBC Ltd. appoints and licenses National Bodies (NBs) to act as its official agents for the purposes of organizing and running qualifying National Barista Championships in accordance with the WBC model.

2.0 WBC LTD. AS AN ENTITY, OBJECTIVES

2.1 WBC LTD. AS AN ENTITY

The World Barista Championships is a non profit company created to hold and control tangible and intellectual property of the WBC and co-ordinate and administer the operation of the WBC.

The WBC is governed by a board representing its members, currently the Specialty Coffee Association of America and the Specialty Coffee Association of Europe.

The WBC is a UK registered company, limited by guarantee.

2.2 WBC OBJECTIVES

- A. To promote the growth, excellence and recognition of the Barista profession.
- B. To promote the knowledge and consumption of specialty coffee to the consumer through the WBC and involved Baristas.
- C. To become globally recognized as the premier World Barista Event in the coffee calendar.
- D. To grow the Barista's knowledge of and expertise in, the preparation and serving of specialty coffee through competitions.
- E. To train and certify quality judges for the WBC.

2.3 WBC BOARD OF DIRECTORS

The WBC Board of Directors are elected by the SCAE & SCAA and represented equally.

- A. The primary tasks of the WBC board are:
- B. To develop the strategy of the WBC.
- C. To license NB's and to sanction National Barista Championships.
- D. To operate all financial aspects of the WBC.
- E. To contract sponsors, to implement the marketing concept and PR/advertisement.
- F. To appoint the committee members and to supervise their work.
- G. To ensure a transparent external and internal communication.

A list of the board of directors can be found on the WBC website.

3.0 WBC COMMITTEES

WBC committees are made up of volunteer coffee professionals. Each committee has its own committee charter with terms and responsibilities. Members of each committee are listed on the WBC website.

3.1 REGIONAL CO-ORDINATION COMMITTEE

Primary Role: Approve and liaise with National Bodies to ensure they conform to the WBC rules and regulations, guidelines and checklist. Field and respond to enquires within in their respective regions. Coordinate resources and personnel to facilitate each respective National Barista Championship. Keep records updated for the WBC website of national coordinators, competitors and dates of respective competitions. Process applications for licensing of National Bodies and annually sanction the respective National Barista Championships.

3.2 RULES & REGULATIONS COMMITTEE

Primary Role: Develop the rules and regulations of the competition and judging criteria.

3.3 JUDGES CERTIFICATION COMMITTEE

Primary Role: Develop the judges' certification program in accordance with the WBC Judges Rules & Regulations. Conduct Judges Certification Programs for the WBC and assist Judges training for National Barista Championships on behalf of the WBC.

3.4 TECHNICAL STANDARDS COMMITTEE

Primary Role: Develop and implement all technical standards to be used in all competitions.

4.0 NATIONAL BODIES

National Bodies are defined as an association or group of individuals who collectively take responsibility for the organization and execution of the recognized, qualifying National Barista Championship. These bodies should be comprised of a broad cross section of representatives from the Specialty Coffee Community in that given country.

4.1 NATIONAL BODY LICENSING APPLICATION FORM

The “National Body Licensing Application” can be found online at: www.worldbaristachampionship.com. Interested parties must be a representative of the specialty coffee community in that given country. Applications should be sent to the corresponding regional coordinator. Approval will be determined by the WBC Board.

4.2 TERMS OF LICENSE

There is only one National Body allowed per country. The National Body License will last indefinitely until it is terminated. Refer to section 5.4 for termination information. The terms of the license is identified in this agreement document.

4.3 REGISTRATION FEE

There is no registration fee for the National Body Application. There is a sanctioning fee of US\$ 250 plus bank fees upon filing the “Competition Sanctioning Form”, which is to be filed annually, at least one month before the commencement of each national competition. The Competition Sanctioning Form can be found on the WBC website.

5.0 TERMINATION

Either the WBC or the National Body may terminate the National Body Licensing Agreement at any time with written notice to the other party.

5.1 TERMS OF TERMINATION

- A. Upon termination the National Body will have no further right to the title of National Body for the WBC.
- B. Upon termination the National Body will have no further right to coordinate the National Barista Championship.
- C. Upon termination the National Body is obligated to produce all information collected as National Body to the WBC.
- D. Any sponsorships, contracts, bookings, or commitments will be presented to the WBC.

5.2 OBLIGATIONS

- A. The National Body is responsible for submitting all proper paperwork to their Regional Coordinator.
- B. The National Body is responsible for relaying any updated contact information or information relevant to the national barista competition.
- C. The National Body is responsible for gathering all the documents provided by on the WBC website

5.3 NATIONAL BARISTA COMPETITIONS

- A. The National Body is obligated to host an annual National Barista Championship in accordance with the “Competition Sanctioning Criteria” and the “WBC Rules and Regulations.”
- B. The National Body can coordinate, or appoint another party to coordinate the National Barista Championship.
- C. The National Body is obligated to file all the necessary paperwork regarding the National Barista Championship with the Regional Coordinator.
- D. The National Body and its members should not be involved in any manner either directly or indirectly in any other competition, which competes against the WBC structure.
- E. The WBC will not manage or take ownership in any coordination of the National Barista Championship.

5.4 NATIONAL CHAMPION

- A. The National Body is responsible for identifying the correct National Champion and providing their current information.
- B. The National Body must cover the travel and lodging expenses for the National Champion to attend the WBC. The NB can find sponsorship to cover such expenses if necessary.
- C. The National Body is encouraged to plan activities for the National Champion during the champion’s reigning year.
- D. The WBC will not manage or take ownership of any coordination for the schedule of the National Champion.

6.0 INTELLECTUAL PROPERTY RIGHTS

The WBC's Intellectual Property Rights are any and all rights pertaining in inventions, patents, copyrights, design rights, trade marks, trade names, service marks, data base rights, trade secrets, and know-how (whether registered or unregistered) and all applications for any of them anywhere in the world.

6.1 OWNERSHIP AND USAGE

- A. The WBC owns Intellectual Property Rights including the name "World Barista Championship" and the logo.
- B. The WBC grants usage of the logo to the National Body for the purpose of the National Barista Championship only.
- C. The National Body is not permitted to alter the WBC logo or name.