



WABA Rules of Engagement

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Introduction

The WABA Rules of Engagement complements the [WABA Working Principles 2020](#) and is divided into two parts. Part 1 specifies the criteria, conditions, responsibilities, and privileges allocated to WABA Affiliates, Partners, and Council Members. Part 2 specifies the dues structure for all WABA Individual and Organisational Affiliates.

Definitions

WABA Affiliates, Partners & Berhad Members

1. Those who have formally joined WABA are called Affiliates¹. There are two categories of affiliates:
 - I. Individual Affiliates
 - II. Organisational Affiliates (who may also become Partners)
2. Partners are Organisational Affiliates at global, regional, or country level.
3. There are three Councils: Steering Council (SC), Local Governance Council (LGC), and International Advisory Council (IAC). Individuals who belong to the Steering Council (SC) and the Local Governance Council (LGC) are Members of the WABA Berhad Board of Directors.

¹ Those who are interested in WABA's work and wish to remain in contact but cannot join as Affiliates are referred to as Supporters. Supporters do not have privileges or rights but receive information and communication. They may later apply to become an Affiliate.

Criteria

These are the standards used to assess whether it is appropriate for a particular organisation or individual to become an Affiliate of WABA. The criteria must be objectively verifiable.

Conditions

These are specific terms the organisation or individual is required to accept in order to become an Affiliate of WABA .

Responsibilities

These outline the specific tasks that an Affiliate is asked to undertake as part of WABA.

Privileges

These are the specific advantages of becoming an Affiliate of WABA.

Part 1: WABA Affiliates, Partners, and Council Members: Criteria, Conditions, Responsibilities, and Privileges

1. Individual Affiliates

Individuals who are interested in and are supportive of WABA's work and who wish to belong to WABA can apply to become an Affiliate.

1.1.1. Criteria

The following criteria are used to assess if it is appropriate for an individual to become an Individual Affiliate:

Criteria	Means of Verification
I. Demonstrate a commitment to or engagement in the protection, promotion and support of breastfeeding as all or part of their work, professionally or voluntarily	Able to show commitment in one or more of the following ways by: <ul style="list-style-type: none">● working professionally or academically on breastfeeding, maternal and child health, nutrition and development, food security;

	<ul style="list-style-type: none"> ● publishing peer-reviewed research or other articles related appropriately to breastfeeding; ● engaging in breastfeeding-related organisations and their activities, events, publications, or on social media; ● being active in community groups that support breastfeeding mothers.
II. Not to be employed currently by manufacturers or distributors of breastmilk substitutes and related equipment	CV
III. Official representative endorses the General Principles of the World Alliance for Breastfeeding Action	Endorsement of the Principles of the World Alliance for Breastfeeding Action
IV. Pay dues	Willingness to pay

1.1.2. Conditions

Individual Affiliates will be required to accept the following conditions:

- I. To uphold the goal and mandate of WABA, as in the WABA Working Principles 2020;
- II. Not to use the name “WABA” or WABA’s logo in connection with their work without receiving prior written permission from the WABA Secretariat;
- III. To understand that although they may state that they are affiliated with WABA, that this does not mean that WABA endorses all their activities.

1.1.3. Responsibilities

Individual Affiliates will be asked to undertake the following tasks in their relationship with WABA:

- I. To promote WABA and use WABA resources in their work when relevant;
- II. To keep in contact with WABA and inform WABA about their activities and progress in the protection, promotion and support of breastfeeding;
- III. To inform WABA of changes to their contact information or situation.

1.1.4. Privileges

Individual Affiliates will have the following privileges of:

- I. Participating in making nominations from their region for election to the WABA Steering Council (SC);

- II. Standing for election to the WABA Steering Council (SC) to represent their regions. This does not apply to current members of the Local Governance Council (LGC) or the International Advisory Council (IAC);
- III. Being eligible for appointment to the WABA International Advisory Council (IAC). This does not apply to current members of the Steering Council (SC) or Local Governance Council (LGC);
- IV. Being eligible for appointment to the WABA Local Governance Council (LGC), provided they are Malaysian, and not a member of the Steering Council (SC);
- V. Receiving invitations to attend major WABA events. This does not mean financial support to attend, although discounted registration fees may apply;
- VI. Receiving newsletters and information on breastfeeding issues.

1.2. Organisational Affiliates

Organisations that are interested in and supportive of WABA's work and who wish to become more closely involved as a part of WABA may apply to become an Organisational Affiliate.

1.2.1. Criteria

The following criteria are used to assess if it is appropriate for an organisation to become an Organisational Affiliate:

Criteria	Means of Verification
I. Demonstrate a commitment to or engagement in the protection, promotion and support of breastfeeding as all or part of their work	<p>Able to show commitment in one or more of the following ways by:</p> <ul style="list-style-type: none"> ● having a mandate or goal that includes increased breastfeeding, maternal and child health, nutrition and development, food security; ● having position statements related to improving breastfeeding; ● having a programme related to protection, promotion and support of breastfeeding at national, regional, institutional, or community level; ● engaging regularly in breastfeeding-related events, publications or on social media.
II. Be a registered entity with the appropriate national authorities	Able to provide organisational registration documentation and number
III. Official representative endorses the General Principles of the World Alliance	Endorsement of the Principles of the World Alliance for Breastfeeding Action

for Breastfeeding Action	
IV. Pay dues	Willingness to pay

1.2.2. Conditions

Organisational Affiliates will be required to accept the following conditions:

- I. To uphold the goal and mandate of WABA, as in the WABA Working Principles 2020;
- II. Not to use the name “WABA” or WABA’s logo in connection with their work without receiving prior written permission from the WABA Secretariat;
- III. To understand that although they may include a statement that they are affiliated with WABA on their letterhead and website, that this does not mean that WABA endorses all their activities.

1.2.3. Responsibilities

Organisational Affiliates will be asked to undertake the following tasks in their relationship with WABA:

- I. To promote WABA and use WABA resources in their work when relevant;
- II. To keep in contact with WABA and inform WABA about their activities and progress in the protection, promotion and support of breastfeeding;
- III. To inform WABA of changes to their contact information or situation.

1.2.4. Privileges

Organisational Affiliates will have the following privileges of:

- I. Participating in making nominations from their region for election to the WABA Steering Council (SC);
- II. Receiving invitations to attend major WABA events. This does not mean financial support to attend, although discounted registration fees may apply;
- III. Receiving newsletters and information on breastfeeding issues;
- IV. Becoming a Global, Regional, or Country Partner of WABA by working jointly with WABA to develop and sign a partnership agreement to undertake specific collaborative activities.

1.3. Partners

WABA Partners are Global, Regional, or Country Organisational Affiliates that have signed a Partnership Agreement with WABA to engage in specific collaborative activities.

1.3.1. Criteria

The following criteria are used to assess if it is appropriate for an organisation to become a Partner:

Criteria	Means of verification
I. Demonstrate a commitment to the protection, promotion and support of breastfeeding as all or part of their work, globally, regionally, or nationally	Organisational documentation
II. Must be Organisational Affiliates	Endorsement of the Principles of the World Alliance for Breastfeeding Action

1.3.2. Conditions

Partners will be required to accept the following conditions:

- I. To uphold the goal and mandate of WABA, as in the WABA Working Principles 2020;
- II. Not to use the name “WABA” or WABA’s logo in connection with their work without receiving prior written permission from the WABA Secretariat;
- III. To understand that although they may include a statement that they are affiliated with WABA on their letterhead and website, that this does not mean that WABA endorses all their activities;
- IV. To affirm freedom from any Conflict of Interest by complying with the principles outlined in the Conflict of Interest (COI) Declaration.

1.3.3. Responsibilities

Partners will be asked to undertake the following tasks in their relationship with WABA:

- I. To enter a mutually-agreed Partnership Agreement with WABA to undertake specific collaborative activities for three (3) years (mutual benefits, respective roles, areas of work, liaison person, other terms). This can be renewed or revised by mutual agreement;
- II. To promote WABA and use WABA resources in their work when relevant;
- III. To keep in contact with WABA and inform WABA about their activities and progress in the protection, promotion and support of breastfeeding;
- IV. To inform WABA of changes to their contact information or situation.

1.3.4. Privileges

Partners will have the following privileges of:

- I. Receiving invitations to attend major WABA events. This does not mean financial support to attend, although discounted registration fees may apply;

- II. Participating in making nominations from their region for election to the WABA Steering Council (SC);
- III. Promoting partner events, activities, and publications in WABA's newsletters and websites;
- IV. Gaining additional visibility as a WABA partner and through the website on the WABA website;
- V. Drawing on the expertise of WABA and its Affiliates;
- VI. Receiving newsletters and information on breastfeeding issues.

1.4. Local Governance Council (LGC) members

The Local Governance Council (LGC) is a local body in Malaysia consisting of up to 11 members who serve the legal requirements of the registration and operation of the World Alliance for Breastfeeding Action (WABA) Berhad in Malaysia. Individuals who belong to the Local Governance Council (LGC) are Members of the WABA Berhad.

1.4.1. Criteria

The following criteria are used to assess if it is appropriate for an individual to become a member of the Local Governance Council (LGC):

Criteria	Means of verification
I. Must be Malaysian citizens and resident in Malaysia	Identity Card
II. Hold, or have held, a senior position locally of relevance to WABA	Links to government bodies, trade unions, employers federation, academia, civil society organisations
III. Involved in issues relevant to Infant and Young Child Feeding (IYCF)	CV
IV. Able to commit time to WABA on a voluntary basis for a term of three (3) years	Signed appointment letter
V. Must be Individual Affiliates	Endorsement of the Principles of the World Alliance for Breastfeeding Action

1.4.2. Conditions

Members of the Local Governance Council (LGC) will be required to accept the following conditions:

- I. Not to use the name “WABA” or WABA’s logo in connection with their work without receiving prior written permission from the WABA Secretariat;
- II. To understand that although they may state that they are affiliated with WABA, that this does not mean that WABA endorses all their activities;
- III. To affirm freedom from any Conflict of Interest by complying with the principles outlined in the Conflict of Interest (COI) Declaration;
- IV. To be committed to confidentiality regarding WABA’s affairs by signing a Confidentiality Statement.

1.4.3. Responsibilities

Members of the Local Governance Council (LGC) will be asked to undertake the following tasks in their relationship with WABA:

- I. To attend WABA’s Annual General Meetings (AGM);
- II. To serve the legal requirements of the registration and operation of the World Alliance for Breastfeeding Action (WABA) Berhad in Malaysia;
- III. For their Chairperson, together with the Steering Council (SC) Chairperson, to constitute ex officio the Executive Council (EC) of WABA;
- IV. To uphold the goal and mandate of WABA at all times.

1.4.4. Privileges

Members of the LGC will enjoy the following privileges of:

- I. Participating in making nominations from their region for election to the WABA Steering Council (SC);
- II. Holding voting powers for the WABA Steering Council (SC);
- III. Receiving invitations to attend major WABA events. This does not mean financial support to attend, although discounted registration fees may apply;
- IV. Receiving newsletters and information on breastfeeding issues.

1.5. Steering Council (SC) members

The WABA Steering Council is the elected policy and decision making body of WABA, with up to 11 members. Individuals who belong to the Steering Council (SC) are Members of the WABA Berhad.

1.5.1. Criteria

WABA strives for a Steering Council (SC) with diversity and balance in expertise, age, gender, global North/South and East/West origins. The following criteria will be used to assess if it is appropriate for an individual to become a member of the Steering Council (SC):

Criteria	Means of verification
I. Demonstrate a commitment to the protection, promotion and support of breastfeeding as all or part of their work, professionally or voluntarily	CV
II. Demonstrate expertise and knowledge in the protection, promotion and support of breastfeeding	CV
III. Have a credible reputation with good leadership skills	CV and cross-check with external references as needed
IV. Have contacts with potential partners and funders (governments, donors, foundations) that may benefit WABA	CV
V. Not to hold a current position of authority in a WABA Partner organisation	CV
VI. Able to commit time to WABA on a voluntary basis for a term of three (3) years (on average up to 10 hours per month plus an annual physical meeting if funding permits)	Appointment letter
VII. Must be Individual Affiliates	Endorsement of the Principles of the World Alliance for Breastfeeding Action

1.5.2. Conditions

Members of the Steering Council (SC) will be required to accept the following conditions:

- I. Not to use the name “WABA” or WABA’s logo in connection with their work without receiving prior written permission from the WABA Secretariat;
- II. To understand that although they may state that they are affiliated with WABA, that this does not mean that WABA endorses all their activities;
- III. To affirm freedom from any Conflict of Interest by complying with the principles outlined in the Conflict of Interest (COI) Declaration;
- IV. To be committed to confidentiality regarding WABA’s affairs by signing a Confidentiality Statement.

1.5.3. Responsibilities

Members of the Steering Council (SC) will be asked to undertake the following tasks in their relationship with WABA:

- I. To be Members of WABA Berhad and accept the associated responsibilities;
- II. To attend Steering Council (SC) meetings, both physical and virtual, as required and communicate by correspondence between meetings;
- III. To elect a Chairperson and up to two (2) Co-Chairs. The Chairperson will be an Ex-Officio member of the Executive Council (EC) of WABA;
- IV. To support and advise the WABA Secretariat and appoint the Executive Director;
- V. To guide WABA policy and develop its strategy working in collaboration with the Executive Director;
- VI. To advise and assist on fundraising for WABA by connecting to potential donors;
- VII. To monitor and report on new developments in the area of breastfeeding and related topics;
- VIII. To represent WABA responsibly at meetings/events of other organisations when the purpose has been agreed with the ED, and report on the outcomes;
- IX. To uphold the goal and mandate of WABA at all times.

1.5.4. Privileges

Members of the SC will have the following privileges of:

- I. Influencing decision-making in a reputable global organisation;
- II. Contributing to improving breastfeeding for children, mothers, and families;
- III. Participating in making nominations from their region for election to the WABA Steering Council (SC);
- IV. Holding voting powers for the WABA Steering Council (SC);
- V. Participating in major WABA events.

1.6. International Advisory Council (IAC) members

The International Advisory Council (IAC) is an advisory body consisting of up to 50 eminent and informed persons, who support and advise WABA.

1.6.1. Criteria

The following criteria are used to assess if it is appropriate for an individual to become members of the International Advisory Council (IAC):

Criteria	Means of verification
I. Involved in issues relevant to Infant and Young Child Feeding (IYCF)	CV
II. Hold (or have held) a senior position of relevance to WABA	CV
III. Able to commit time to WABA on a	Statement of interest and signed appointment

voluntary basis for a term of three (3) years (on average three (3) hours per month)	letter
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1.6.2. Conditions

Members of the International Advisory Council (IAC) will be required to accept the following conditions:

- I. To uphold the goal and mandate of WABA, as in the WABA Working Principles 2020;
- II. To affirm freedom from any Conflict of Interest by complying with the principles outlined in the Conflict of Interest (COI) Declaration;
- III. To be committed to confidentiality regarding WABA's affairs by signing a Confidentiality Statement;
- IV. To not use the name "WABA" or WABA's logo in connection with their work without receiving prior written permission from the WABA Secretariat.

1.6.3. Responsibilities

Members of the International Advisory Council (IAC) will be asked to undertake the following tasks in their relationship with WABA:

- I. To contribute with their expertise and wisdom to WABA's development, when asked by WABA or on their own initiative;
- II. To inform WABA when possible partnerships and financial opportunities arise.

1.6.4. Privileges

Members of the International Advisory Council (IAC) will enjoy the following privileges of:

- I. Participating in making nominations from their region for election to the WABA Steering Council (SC);
- II. Receiving invitations to attend major WABA events. This does not mean financial support to attend, although discounted registration fees may apply;
- III. Receiving newsletters and information on breastfeeding issues;
- IV. Being appointed as lifelong Honorary Affiliates.

Part 2: WABA Affiliate Dues Structure

2.1. Types of Affiliates

1. Organisational Affiliates
2. Individual Affiliates

2.2. Dues categories

Dues categories are based on the [World Bank country classification system](#)². Each Affiliate is asked to pay dues according to their country classification category.

2.3. Modality of Dues

Affiliates can pay dues on an:

1. Annual basis
2. Lifetime basis (individuals only)

2.4. Dues levels

Category	Types of Affiliates		
	Organisational Affiliates (USD)	Individual Affiliates	
		Annual payment (USD)	Lifetime payment (USD)
High-income	160	80	750
Upper-middle income	80	40	
Lower-middle income	40	20	
Low-income	20	10	

2.5. Modes of Payment

Payment of dues can be done through PayPal or Bank Transfer.

² The World Bank country classification system can be viewed at <https://waba.org.my/waba-affiliate-membership/#WorldBankCountry>.