

# WBSC Sustainability Reporting Strategy

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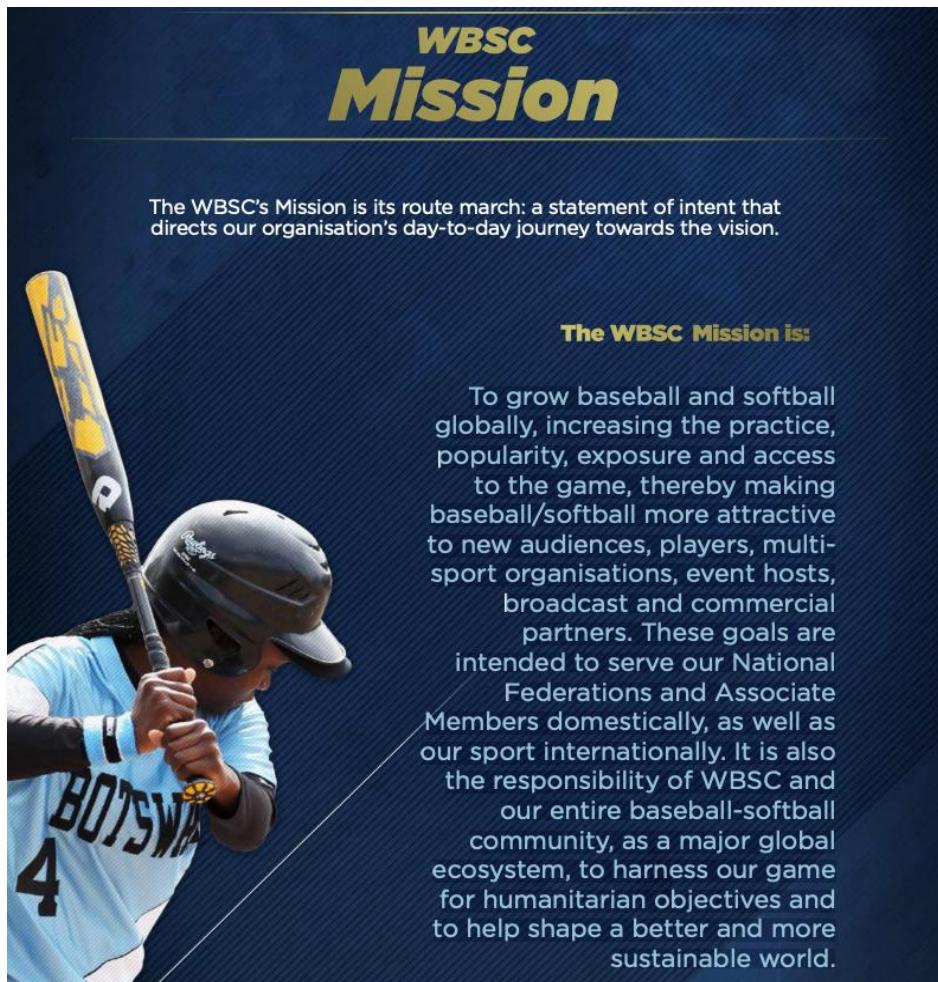
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## Chapter 1. Report

WBSC launched its brand-new Strategy based on nine (9) Strategic Goals. Among these goals “Increase Transparency and Sustainability”, “Grow our Sport and Make it relevant in People’s Lives and in their Communities”, “Strengthen WBSC Governance and Reputation” and “Event Excellence”, will be the base for using our sport as an enabler of sustainable development. All nine (9) Strategic Goals contain one or more Sub-Goals related to Sustainability (at large).

The state-of-the-art [WBSC Organisational Profile](#) describes the new Mission, Proposition and Positioning of the only IOC-recognised baseball-softball International Federation, which reflect on the role of our sport to advance sustainability from a social, environmental and economic point of view.

### **WBSC Mission:**

The graphic features a baseball player in mid-swing, wearing a light blue jersey with the number 4 and the word "BOTSWANA" on the back. He is wearing a black helmet and a black bat. The background is a dark blue with a subtle diagonal striped pattern. At the top, the words "WBSC" and "Mission" are written in white. Below the title, a quote is displayed: "The WBSC's Mission is its route march: a statement of intent that directs our organisation's day-to-day journey towards the vision." To the right of the player, the text "The WBSC Mission is:" is followed by a detailed description of the mission.

**The WBSC Mission is:**

To grow baseball and softball globally, increasing the practice, popularity, exposure and access to the game, thereby making baseball/softball more attractive to new audiences, players, multi-sport organisations, event hosts, broadcast and commercial partners. These goals are intended to serve our National Federations and Associate Members domestically, as well as our sport internationally. It is also the responsibility of WBSC and our entire baseball-softball community, as a major global ecosystem, to harness our game for humanitarian objectives and to help shape a better and more sustainable world.

It is also the responsibility of the WBSC and our entire baseball-softball community, as a major global ecosystem, to harness our game for **humanitarian objectives** and to help shape a **better and more sustainable world**.

## **WBSC Proposition:**

**The WBSC Proposition is:**

The only IOC-recognised baseball-softball IF responsible for:

-  **One of the most practiced team sports in the world.**
-  **Modernisation and adaptation of the game to keep baseball/ softball relevant into the future**
-  **World-class tournaments for all national team players at all levels.**
-  **A level playing field around the world.**
-  **Global well-being and sustainable development.**
-  **Representing the sport within the Olympic Movement.**



The **global well-being** and **sustainable development** are key pillars in WBSC's proposal to our one-billion strong baseball-softball community.

## **WBSC Positioning:**

# **WBSC Positioning**

The WBSC Positioning is how we differentiate ourselves from other organisations within the baseball-softball community and the Olympic Movement.



**The WBSC Positioning is:**

-  **An inclusive, thriving and respected team sport.**
-  **An individual, high-skill sport played by teams.**
-  **A global, inspirational and self-sustainable bat and ball sport on the Olympic Programme.**

An **inclusive** and **self-sustainable** bat and ball team sport on the Olympic Programme that motivates and inspires generations.

The UN Sustainable Development Goals (SDGs) are embedded in the WBSC brand-new strategic planning.

## MAIN TARGETS



The global well-being of our baseball-softball community is an important part of the WBSC proposition.

During the Covid-19 in 2020, to help our athletes and officials to keep their mental and physical health, the WBSC produced the Workout Series, consisting of 12 videos with different exercises and routines that athletes and coaches could do at home or alone, focusing on supporting those who were on strict lockdown. The adoption in 2018 of the [By-Laws regarding Safeguarding from Harassment and Abuse](#) and the launching of the [Safeguarding videos](#), that are displayed in the videoboards at every WBSC tournament, are also ways in which the WBSC is contributing to the protection and promotion of mental health and well-being among its community.

The WBSC Medical Commission constantly works to improve our health protocols and guidelines, an example of this, were the documents produced for the return to competition during the pandemic:

[Safe Return to Baseball/Softball – Covid-19 Prevention Guidelines](#)

[WBSC - 12 suggestions to avoid the spread of coronavirus](#)



The WBSC launched its Online Academy serving to the purpose of increasing the education offer to our Members, athletes, coaches and officials and making quality education more accessible. The Academy not only reduces face-to-face education events, contributing to reducing travel and related carbon footprint, but most importantly it allows to deliver baseball/softball education to every corner of the world.

An important range of topics is covered with the current offering available on the WBSC Academy. A non-exhaustive list below and many more to come:

- Women's Baseball (dual career, coaching, development)
- Coaches Licensing
- Baseball for the Blind

For 2022, we plan to also launch a course on sustainability to continue to advocate on this relevant subject and educate our Members.

[Access the WBSC Academy here](#)





The WBSC created a new environmental-friendly sport: **Baseball5**. For the practice of this new sport, no stadium and only minimum sport equipment are required. Baseball5 is the first-ever Olympic sport featuring only mixed gender teams and has been proved to be a powerful tool to boost gender equality and to attract more girls and women to play baseball/softball.

The WBSC rebranded Diversity and Inclusivity Commission, chaired by IOC Member and President of the Gambia NOC, Ms. Beatrice Allen, and featuring strong women in sport role models amongst its members, advocates for gender equality and inclusion on and off the field in baseball, softball and Baseball5. The Commission aims also to drive and strengthen our human rights approach.

Baseball5 was successfully showcased at the Buenos Aires 2018 Youth Olympic Games and the Tokyo 2020 Olympic and Paralympic Games, following which has earned its inclusion in the sport programme of the Dakar 2026 Youth Olympic Games, where it will be a medal event and will contribute to bring barrier-free sport to undeserved communities and people affected by displacement.

**WBSC boosts gender equality in Jordan's Zaatari Camp with 'Baseball5 for Refugees'**



[WBSC boosts gender equality in Jordan's Zaatari Camp with Baseball5 for Refugees](#)



**WBSC Home Plate**, the Federation headquarters located in Pully, Switzerland, has been designed and built following sustainability criteria: twenty-four (24) roof top photovoltaic panels help support the building's electricity needs and the insulation allows temperatures to be maintained for up to 20 hours after the newly fitted heating system has been switched off. All the lighting is made with LED technology and occupancy sensors to keep energy consumption levels to a minimum. We have already several articles on this subject and a pamphlet developed together with the IOC highlights the contributions of the building on the UN Sustainable Development Goals, in particular numbers 7, 9, 11, 12, 13, 15.



### [WBSC-new-green-headquarters-reflect-organisations-vision-to-be-sustained-on-Olympic-programme](#)



By 2022 WBSC will incorporate environmental and sustainable practices into its events, across planning and execution stages, such as: monitor, influence and control event materials, reduce solid waste, increase the use of Mobile Apps / Digital Tools to reduce paper consumption, supply chain management and responsible purchasing, etc.

Furthermore, WBSC will award the hosting of its events by prioritising environmentally friendly bidding cities from 2023. A strong focus on sustainability and the reduction of the carbon footprint is also part of the WBSC proposal of education to current and future event hosts and these topics are now part of the newly released bidding guidelines applicable from as early as 2022.



The commitment of the WBSC to reduce inequalities and bring sport to minorities and underserved groups extends also to the signature of cooperation agreements with the ORF (Olympic Refugee Foundation), the UNHCR (United Nations High Commissioner for the Refugees) and the THF (Taekwondo Humanitarian Foundation), to collaborate in common initiatives and projects in the areas of social inclusion, development, promotion of peace and reduction of inequalities, strengthening with this the positive impact of sport in various countries/territories.



To continue enhancing its governance and transparency and positioning the WBSC as a strong role model for other stakeholders in the Olympic Movement, the WBSC created its **Integrity Unit** which oversees not only Sustainable Development but Anti-Doping, Compliance, Ethics, Humanitarian, Par-sports, Prevention of match-fixing and Safeguarding to name a few. The Integrity Unit has a dedicated staff acting as liaison between the Unit and the

WBSC leadership and a full team supporting with the handling of each of the topics under the scope of the Unit. A webpage fully dedicated on sustainable development will be launched in 2022 which will be nested under the Integrity Unit website.

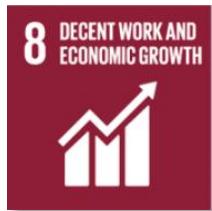
Also, WBSC has appointed a dedicated Sustainable Development and Humanitarian officer to look after all the projects related to sustainability, humanitarian and inclusivity, including new forms of Baseball / Softball for people with an impairment.

[Access the WBSC Integrity Unit here](#)



The WBSC Integrity Unit is a specialised unit of the World Baseball Softball Confederation with the aim to ensure that integrity related issues within the WBSC will be addressed with transparency and great expertise.

For the Tokyo 2020 Olympic Games, the WBSC and the IOC worked together to bring Baseball and Softball to Fukushima a region severely damaged by the 2011 earthquake and tsunami in Japan. The Olympic Baseball and Softball competitions in Fukushima demonstrated how our game can provide a powerful vehicle to inspire hope and regeneration. The WBSC will continue expanding this positive experience beyond the Olympic Games into its own tournaments, with its Members and across all its activities.



The WBSC is financially self-sustainable and is continuously improving effectiveness, monitoring the organisation's performance and sustainability. In recent years, the WBSC has proven its financial stability and independence. Increase the WBSC commercial relevance globally with a comprehensive marketing strategy to reinvest in the sport and consolidate our Members is one of our targets for the post-covid era.



WBSC has a dedicated Commission focused on sustainability: the **Sport and Environment Commission**. This Commission is tasked with raising awareness about climate change and the role of sport organisations to contribute to sustainable goals. The WBSC Sport and Environment Commission will be renamed in 2022 so that its name is in line with the broader needs of our baseball-softball community.

### Background and responsibilities of the WBSC Sport and Environment Commission

## Sport & Environment Commission

Since 1995, date of establishment of the IOC (International Olympic Committee) Sport and Environment Commission, the International Olympic Committee explicitly recommended the institution of Sport and Environment Commissions within the International Federations and the National Olympic Committees in order to develop best environmental practices in the international events.



The WBSC Sport & Environment Commission (SEC) has the mission of raising awareness of key environmental problems and issues among the international baseball/softball family and greater sports community at large. The WBSC SEC has the important task of monitoring the implementation of all modern environmental principles and techniques at each and every WBSC event and/or activity. It oversees LOC's (Local Organising Committees) progress in the planning and staging of WBSC events; furthermore, it maintains contact with all WBSC member federations, so that the baseball/softball community is aware of environmental problems as they relate to hosting events. The WBSC SEC provides specific guidelines to interested parties in order to carry out the best environmental practices in organizing any such international baseball/softball activity. These techniques and practices can also be applied in day-to-day situations, where appropriate. The WBSC SEC can also work with stakeholders, such as some specialized association that can be consulted to organize informational-educational sessions or workshops. The scope of this project is both vast and exciting because of the overall goal to reduce the carbon footprint left behind by sports related activities, so that everyone can live in a more sustainable world.

The restructuring of the WBSC event calendar and bidding processes is also part of the organisation's commitment to reduce climate change. Our commitment to fewer long flights and less carbon emissions is part of the planning and staging of the WBSC events. Our renewed competition calendar aims at athletes travelling more in their regions with the early phases of the tournament being played locally in each continent starting from 2023. The newly released bidding guidelines for WBSC events strongly prioritise sustainability, encouraging bid cities to reduce their carbon footprint from 2022 onwards. The goal of these changes is not only to reduce the impact of our events and activities, but also to inspire the global baseball-softball family and its fans to reflect on how they can contribute to a cleaner planet and a more sustainable society.

Additionally, the merger of the IBAF and the ISF into one only governing body, the WBSC, meant the combination of the operations of two sports, baseball and softball, into one in a global scale, which has contributed to reduce our carbon emissions.

The WBSC joined the Sport for Climate Action Framework and is a signatory of the UNFCCC (United Nations Framework Convention on Climate Change). The WBSC will commit to concrete actions, starting with the engagement of key staff in two of the Framework Working Groups: WG No. 2 on Reducing Climate Impact and WG No. 4 on Educating and Advocating for Climate Action. WBSC wants to be carbon neutral by 2040. Our aim is to measure our carbon emission in the first quarter of 2022 at the latest, using data from 2019 (before pandemic) as a baseline, and based on the measuring results to set specific targets and a timeline to achieve our goal. Among our main targets, we pledge also to reduce half of the WBSC Greenhouse Gas (GhG) emissions by 2030. We are also looking forward to initiating joint projects with the IOC, such as "[The Olympic Forest](#)".



The WBSC is using technology to reach its stakeholders and will continue prioritising virtual meetings whenever possible, even during the post-covid era. The WBSC is also focused on new trends and digitalisations aiming to becoming a leader also in the eSport Community.

The WBSC's commitment to innovation and to leading the development of eSport in baseball-softball has been boosted recently following the approval of the WBSC Executive Board to the inclusion of eSports as an official virtual discipline of baseball and softball and the inclusion of baseball-softball in the first-ever Olympic Virtual Series by the IOC in partnership with industry-leading Konami.



[E-sports-as-new-discipline-setting-stage-for-future-official-e-baseballsoftball-video-game-world-cups-and-championships](#)

## **Chapter 2. Strategic Plan (future objectives)**

As referred to in Chapter 1, the WBSC launched its brand-new Strategy based and amongst the nine (9) Strategic Goals defined in the said strategy, the following are specifically designed to boost the power of sport as a facilitator of sustainable development:

- “Increase Transparency and Sustainability”
- “Grow our Sport and Make it relevant in People’s Lives and in their Communities”
- “Strengthen WBSC Governance and Reputation”
- “Event Excellence”

Beyond the above-mentioned goals, all nine (9) Strategic Goals contain one or more Sub-Goals related to Sustainability (at large).

**MAIN GOAL:** *Increase Transparency and Sustainability*

**SUB-GOALS:**

- |  |
|--|
| 1. Continuously improve effectiveness and monitor the organisation’s performance and sustainability                                      |
| 2. Ensure the organisation and its members are financially sustainable, transparent and are cost, risk, social and environmentally aware |
| 3. Make the WBSC a great place to work. Use the headquarters as a promoter of sustainability practices                                   |
| 4. Create campaigns, projects aligned to the United Nations Sustainable Development Goals  |

**MAIN GOAL:** *Grow our Sport and Make it relevant in People’s Lives and in their Communities*

**SUB-GOALS:**

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|--|
| 1. Reinforce youth engagement and create a sporting habit for life   |
| 2. Use also electronic version of our sport to communicate, educate and engage with new and existing audiences         |
| 3. Build relationships with international organisations such as the International School Sport Federation / FISU / IPC |

- |  |
|--|
| 4. Support NFs to have Baseball5 in all schools and to introduce Para-Sports in their countries/regions  |
| 5. Focus on high growth continents/countries - Africa, China, Middle East and India  |
| 6. Recognise and Develop adapted disciplines of Baseball/Softball/Baseball5 for people with impairment to target Paralympic inclusion enhancing cooperation with the IPC       |
| 7. Explore the possibility for the creation of a Foundation and/or Development Fund to increase access to sport for people affected by displacement and to support minorities. |
| 8. Catered support for smaller National Federations  |
| 9. Review Development activities   |

**MAIN GOAL:** *Strengthen WBSC Governance and Reputation*

**SUB-GOALS:**

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|--|
| 1. Promote a diverse and inclusive ecosystem strengthening our human rights approach |
| 2. Ensure that WBSC works to align its operations with the UN SDGs                   |

**MAIN GOAL:** *Event Excellence:*

**SUB-GOALS:**

- |   |
|---|
| 1. Implement measures to ensure a clean, safe and fair sport. Ensuring financial and environmental sustainability of our events.              |
| 2. Evaluate the impact of WBSC events with recognised, world class reports to raise also the attractiveness for hosts and commercial partners |
| 3. Legacy initiatives   |
| 4. Competitive bidding process  |

*\*\* The roadmap and specific KPIs for each of the goals and subgoals above are included in the WBSC Strategic Plan 2021-2024.*