



WBSC EUROPE WORKING PLAN 2022-2025

April 2022



FROM THE PRESIDENT



Dear Friends,

WBSC Europe has been established and the journey has begun. We need now

to begin to put together the strategy of how we will conduct ourselves for the future development of Baseball and Softball throughout Europe and play our part in growing the sports globally.

We are now ready to determine our main objectives from growing our numbers, promoting our sports and running tournaments.

We need to collectively brand ourselves including defining the specific roles of each of the Commissions and the communication channels they shall provide.

The Brands WBSC Europe, Baseball Europe and Softball Europe must grow to become household names and be recognized by children and adults throughout Europe.

This document will be our main format for the hard work ahead of us. Once we

decide that this is the direction and the framework from which we will proceed, the basis for a unified WBSC Europe will be set in motion. Everyone will work on their specific tasks and agendas and there is no doubt in our minds that the future will be brighter for Baseball and Softball in Europe.

Thank you for your support and time in helping build WBSC Europe.



Kruno Karin

President

World Baseball Softball Confederation Europe

WBSC EUROPE

Our Objectives 2022-2025

1. Preparing events that will promote our sports
2. Growing our participation numbers through Baseball5 and youth programs
3. Preparing a marketing strategy for promoting our brands throughout Europe
4. Assisting Member Federations to develop solid governance packet for their respective governments and National Olympic Committees.

Our Role with the World Baseball and Softball Confederation

We shall be the voice and representative entity in dealings with the WBSC including supporting the Commissions' requests for developmental assistance and other matters that shall come up through the Commissions.

Our Role with Member Federations

We will support our Member Federations in all ways possible. Through the Commissions, we will

establish our tournaments and conduct them with best possible streaming, marketing and development possible.

Commissions

In 2022 the Commissions will continue to work as they have when we were the ESF and CEB for their respective Competitions. In the meantime, the Vice Presidents and Technical Commissioners shall begin to consolidate rules and regulations, where possible.

Communication Channels

WBSCE will communicate all issues based on the attached structures and any information regarding WBSCE will be so communicated through the Secretariat. Notification of Congresses, special meetings will be through the WBSCE Head Office. The Commissions will communicate to their respective members in respect to specific development, competition, and technical issues.

GOVERNANCE STRUCTURE

Executive Board Roles

A draft structure is attached with the following breakdown of framework categories:

- Events
- Communications
- Corporate Activities
- Marketing
- Governance

Terms of Reference for the Executive Board

The Executive Board is governed by our Statutes. In order to detail the day-to-day operations, powers and practices of the Executive Board, including details of authority and how decisions are made, we are adopting a Terms of Reference for the Executive Board.

Terms of Reference for Commissions, Committees and Working Groups

Commissions, Committees and Working Groups will be governed by a Terms of Reference for each, set and approved by the Executive Board, and reviewed annually.

Role Descriptions

There will be a role description for each position on the Executive Board, our Committee, Commission and Working Group Chairs and any other post-holders within WBSCE. These will be reviewed annually.

Working Plan

The Executive Board has prepared a Working Plan for 2022-2025, which is detailed below.

TERMS OF REFERENCE EXECUTIVE BOARD

Terms of Reference

1. Purpose

1.1. The Board is the ultimate decision-making body and exercises the powers of the WBSCE contained within the Statutes, current legislation or having due regard to relevant international sports codes governance.

2. Terms of Reference

2.1. The Executive Board is responsible for:

- ensuring that the WBSCE and the Executive Board operate within the limits of their powers and responsibilities as defined by the Statutes;
- setting the strategy of the organization;
- approving the long-term financial plan and annual budget;
- monitoring delivery of the strategic plan, objectives, financial plan and performance against annual budget;
- ensuring it receives and reviews regular financial information concerning the management of the WBSCE;
- periodic review of major risks and establishing interventions or mitigation;
- discussion of, and engagement with, stakeholder proposals and concerns;
- setting the values and standards of WBSCE and ensuring that the culture of the organization reflects those values and standards;
- demonstrating high standards of governance at all times;

- maintaining oversight of key rules and policies;
- ensuring that the interests of the sports and of the WBSCE are represented externally as required and identifying opportunities for coordination and cooperation with other bodies to further the sports' aims;
- identifying areas to enhance Executive Board performance and effectiveness;
- appointing/removing senior staff; and
- providing support and challenge function to the Executive team as appropriate.

2.2. Day to day operational management of WBSCE may be delegated by the Executive Board to the management team under the leadership of the Secretary General or the Chief Executive, if one is appointed. Financial authorities will be put in place for each level of the Executive structure. All acts and proceedings so delegated shall be reported to the Executive Board in due course.

2.3. The Executive Board may from time to time make decisions, adopt such rules, codes of conduct or regulations, not being inconsistent with the Statutes for the conduct and regulation of any of the affairs of WBSCE, Executive Board and its Commissions and Committees as it shall think fit.

3. Appointment and Membership

- 3.1. The Statutes of WBSCE provide for the composition and term limits of the Executive Board.
- 3.2. Responsibility for the WBSCE's activities is delegated to a number of Departments, Commissions and committees.

- 3.3. The Executive Board shall maintain a finance committee.
- 3.4. The Executive Board shall appoint and delegate any of its powers to further Sub-Committees as it deems necessary. All Executive Board Departments, Commissions, and Committees must follow procedures that are based as far as they are applicable on those provisions of the Statutes, which govern the taking of decisions by the Executive Board.
- 3.5. The Executive Board may make rules of procedure for all or any of the above mentioned in 3.4.

4. Executive Board Review and Effectiveness

- 4.1. On an annual basis the Executive Board will assess its effectiveness by:
 - All Executive Board members individually completing WBSCE Executive Board skills matrix;
 - All Executive Board members completing WBSCE Executive Board Related Party form;
 - An Executive Board effectiveness and member appraisal

conducted by an external party selected by the Executive Board.

- 4.2. The Executive Board will facilitate any external evaluation of the Executive Board in accordance with standard sports codes of governance.

5. Roles and Conduct

- 5.1. The role of the President is outlined in the Role Description and will be reviewed from time to time by the Executive Board.
- 5.2. The Executive Board may appoint and Advisory Group.
- 5.3. The Executive Board shall adopt policies and practices that:
 - foster openness and debate amongst Executive Board Members;
 - set out clear expectations with respect to the running of Executive Board meetings and Board Member behavior;
 - maintain a proper record of their meetings and decisions, and
 - review these Terms of Reference at least once every four years.



President ***Kruno Karin***

ROLE DESCRIPTION

- Overall supervision and control of the business and affairs of the WBSCE;
- To officially represent WBSC Europe with full powers of attorney;
- Authorize and sanction expenditures along with the Treasurer;
- To sign all WBSC Europe's contracts with authorisation of the Executive Board
- Ex- officio member of all Commissions and Committees with voting rights;
- To propose to the Executive Board the appointment of the Chairpersons of the WBSC Europe Commissions (excluding the Baseball and Softball Commissions) and all their members.
- Any other duties stated in the Statutes and/or approved by Congress.

WORKING PLAN

- A. Conduct meetings with the WBSC in order to begin full cooperation in important areas for the development of the sports in Europe.
- B. Prepare the implementation of the full structural organization of the WBSCE based on the Organizational Chart
- C. Set EB meetings, Commission meetings on the yearly calendar
- D. Hands on interrelations with the Member Federations, their Presidents and Boards.
- E. Perform tasks aimed at developing the WBSCE's vision and implementing the policies and procedures that allow that vision to be accomplished.
- F. review the performance of the WBSCE categories and working procedures
- G. Conduct meetings with Member Federations NOC's



Secretary General

Ami Baran

ROLE DESCRIPTION

- Role mostly based on the Statutes (art. 15.3) and cooperation with the Head of the Corporate Activities Department
- Responsible for the functioning of the WBSCE from operational, correspondence, and statements;
- Ex- officio member of all Commissions and Committees with voting rights;
- Interpret and enforce provisions of the WBSCE codes, rules, and regulations in cooperation with Legal Counsel
- Responsible for the implementation of the EB objectives based on all programs, plans and budgets by way of coordinating, assisting, consulting and tracking all work to be reported to the Presidents and the EB

WORKING PLAN

- A. Oversee the implementation of the framework and working plan.
- B. Establish along with the Treasurer and Legal Counsel the WBSCE bank account and registration in Switzerland.
- C. Member of the Legal Commission



Treasurer ***Eddy van Straelen***

ROLE DESCRIPTION

- Responsible for all financial matters and yearly balance;
- Providing guidance on financial matters;
- Keeping the EB informed about its financial duties and responsibilities;
- Responsible for Bank account;
- Working directly with the Head of the Corporate Activities Department;
- Advisor to the President and Secretary General in all financial aspects of running the WBSCE.

WORKING PLAN

- A. Prepare annual Budgets
- B. Earmarking funds income in cooperation with the EB
- C. Responsible for outside Accounting services
- D. Assisting in all financial issues within all departments/commissions/ committees



Vice President Baseball *Petr Ditrich*



Vice President Softball *Gabriel Waage*

JOB DESCRIPTION

- Legal Representative of the Baseball and Softball Commissions;
- Overall supervision and control of the business and activities in Baseball and Softball Europe;
- Support the President in all duties of the President;
- To propose to the Executive Board the appointment of the Members of the Baseball and Softball Commissions.
- To perform such duties and functions as the President or the Executive Board may deem additional appropriate.

WORKING PLAN

- A. Set and conduct meetings of the Baseball and Softball Commissions on a yearly calendar;
- B. Implementation of the Baseball and Softball Commissions working plans including all tournaments and Baseball and softball specific development;
- C. Perform tasks aimed at developing the WBSCE's vision and implementing the policies and procedures that allow that vision to be accomplished.
- D. Prepare working procedures within the Baseball and Softball Commissions;

EVENTS

Head of Department – Juergen Elsishans

Bidding – Juergen Elsishans

**Unified Events & Youth programs – Virmidas
Neverauskas (assisted by Kristian Palviä)**

Special Events – Events Team

EVENTS DEPARTMENT

The Events Department is responsible for three major areas:

1. Bidding – led by Juergen Elsishans
2. Unified Events & Youth Programs led by Virmidas Neverauskas & Kristian Palvia
3. Special Events – major part for the Chair including Super 6

It is also responsible for:

- Planning and managing WBSCE events including Super 6, and other International Events.
- All Technical and Competition issues of WBSCE Events, including the preparations for inspections, tournament assignments, development of competitions across baseball and softball.

WORKING PLAN

Event Planning

- With the Events team, prepare preliminary ideas and concepts of major events for the future growth of our "product".
- Establish and appoint the Events team.
- Develop and implement an effective resource planning process for the formation of major events including all financial aspects.
- Continue preparation for our next Super 6.



Bidding Juergen Elsishan

Role Description:

- Responsible for the evaluation of bids to host WBSCE events.
- Responsible for preparing requirements for the different events.

WORKING PLAN

Bidding & Special Projects

- A. Prepare a bidding process for all events (including championships, Congresses and General Meetings).

Assist in all preparations with the Chair of Events working plan and framework



Unified Events & Youth Programs
Virmidas Neverauskas



assisted by Kristian Palviä

Role Description:

- Responsible for special projects decided on by the EB.
- Liaison between WBSCE, Little League, PONY, and Member Federations
- Responsible for coordinating Little League and PONY youth programs throughout Europe with WBSCE Youth activities
- Coordinate and evaluate grant requests for Little League Europe Grant (pending confirmation from LL)

WORKING PLAN

Unified Events

- Lead on special assignments requested by the President, Secretary General or Executive Board.
- Prepare a conceptual plan for different projects for unified events for the advancement, development and marketing of baseball, softball and Baseball5.

Youth Programs

- Research and document all programs already available in Europe
- Set up and formalize working agreements between WBSCE, PONY and Little League for baseball and softball.
- Assist and communicate Little League and PONY programs and events throughout Europe.
- Research and coordinate any other youth programs and/or initiatives that affect WBSCE Member Federations on a continental level

COMMUNICATIONS



Head of Department - Kristian Palviä

With the assistance of **Director of Communications – Elda Ghilardi**

- Responsible for managing and directing WBSCE's internal and external communications.
- Responsible for creating and launching press releases and marketing campaigns.
- Responsible for interviews in the media for top WBSCE officials
- Supervise public relations issues
- Create communication strategies

WORKING PLAN

- A. Prepare a communications strategy and execute programs to deliver communications objectives throughout the organization.
- B. Develop internal publications such as newsletters, releases, email announcements, planned publications, on-line, intranet, video, special projects and assignments.
- C. Drive WBSCE strategy and message development, pitch and announcement strategies
- D. Develop branding initiatives, internal communications and external media relations

CORPORATE ACTIVITIES



Head of Department - Francois Collet

With the assistance of **Director of Corporate Activities – Kristina Uroic**

- Along with the Secretary General responsible for helping to define, shape, and execute the WBSCE's agenda for joint ventures and other major strategic initiatives
- Responsible for HR issues when so directed by the EB
- Responsible for the Membership and Registration process
- Work directly with the President, Secretary General and Treasurer to generate and/or drive broad ranging strategic initiatives, evaluate organic growth opportunities.
- Coordinate between the Commissions along with the Secretary General

WORKING PLAN

- A. Prepare task form for all task related issues.
- B. Develop a reporting system of all activities within the WBSCE and streamline of information.
- C. Provide input and advice along with the Secretary General on a quarterly timeline of all aspects regarding policies, procedures and other issues.
- D. Assist the Executive Board to ensure adherence to quality standards, deadlines, and proper procedures, correcting errors or problems.
- E. Assist in increasing efficiency within the framework of the WBS

MARKETING

Head of Department - Jukka Rapponen

With the assistance of **Director of Communications – Elda Ghilardi**

- Chair of Marketing and Commercial activities.
- Evaluating and developing WBSCE marketing strategy and marketing plan.
- Planning, directing, and coordinating marketing efforts.
- Researching demand for our product.
- Develop and implement commercial strategies according to WBSCE goals and objectives aiming to accelerate growth
- Conduct market research and analysis to create detailed business plans on commercial opportunities
- Build and maintain profitable partnerships with key stakeholders
- Assist in setting financial targets and budget development and monitoring

- Responsible for the development of WBSCE Website
- Liaison between WBSCE and WBSCE on major events, sponsors, media, and suppliers

WORKING PLAN

- A. Prepare the WBSCE Marketing plan and strategy
- B. Sponsorship and Fund Raising strategies
- C. Working on sponsorships (i.e. name sponsoring for WBSCE ESF Tournaments & Events)
- D. Working on WBSCE preferred suppliers
- E. Prepare merchandising concepts for the WBSCE
- F. Develop Media and PR Strategies with Communications
- G. Responsible for website content

GOVERNANCE



Head of Department - Mette Nissen Jakobsen

- Responsible for evaluations and development of Member Federation structure and governance

WORKING PLAN

- A. Structure/Governance development
- B. Research and prepare full evaluation of WBSCE Member Federation structure and governance capabilities
- C. Preparation of programs to assist MF's in enriching their structure/governance to enhance ability to grow and become more favorable to their NOC's.

LEGAL COMMISSION

(MANDATORY)

Role Description, Chair - Lars Sundin

- Scrutinize the organizational structures to ensure unity and separation of duties and responsibilities within the legal framework of the WBSCE
- Deal with all registration aspects of WBSCE in Switzerland
- Constant overview of the WBSCE Statutes, By Laws, Regulations
- Consult the Disciplinary Commission including the preparation of a Disciplinary Code
- Draft of Disciplinary Code

INTEGRITY COMMISSION

(MANDATORY)

Role Description, Chair - Bjorn Thode

- Ensuring the respect of the universal fundamental ethical principles as set out in the Statutes and the Code of Ethics.
- Have two independent members
- Recommend amendments to the Ethics Code and other integrity related Rules
- Cooperate with the WBSC Integrity Unit on educational activities and if requested, makes recommendations for measures or sanctions to the WBSC Europe Executive Board.
- Cooperate with the WBSC for any doping matters arising in the Continent.
- Complete a critical yearly analysis of the Organization dealing with all integrity aspects including financial, organizational and any other issues it seems appropriate.
- Be an integral part of the Governance Commission

MEDICAL COMMISSION

(NON –MANDATORY)

Role Description, Chair – Dr. Melanie Cunningham

- Prepare medical policies, and guidelines related to health of athletes.
- List and define First Aid needs at European competitions.
- Distribute research articles/publications about baseball/softball injuries, prevention and other interesting medical aspects to the sports.
- Attend Congress and prepare for Member Federations workshops.

DISCIPLINARY COMMISSION

(NON-MANDATORY)

Role Description, Chair – Juergen Elsishans

- Prepare and implement the Disciplinary Code and Procedures.
- Examines all disciplinary cases brought to its attention by any report relating to violations by players, officials or spectators.
- Provide rulings pertaining to Disciplinary actions under its jurisdiction.

BASEBALL5 COMMISSION

(NON-MANDATORY)



Role Description, Chair – Youri Alkalay

- Responsible for Baseball5 development plans and programs in cooperation with WBSC to spread the game throughout Europe
- Research and develop B5 programs and plans for Member Federations
- Preparation of programs and projects through EU funding and EBSC Development requests.
- Establish Europe wide Euro Leagues
- Preparing marketing initiatives with the Marketing Department.

DEVELOPMENT COMMISSION

(NON-MANDATORY)

Role Description, Chair – Mette Nissen Jakobsen

- Responsible for preparation of Development Plan including fund seeking in cooperation with the Secretary General, Head of Marketing and Head of Corporate Activities in order to implement the Plan
- Forming sub – committees in development for all baseball and softball disciplines
- Responsible for the communications between the Member Federations
- Evaluate requests from the Baseball and Softball Commissions on Development Projects and Plans.
- Prepare and implement programs and be responsible for all coaching, player and administrator enhancement throughout Europe
- Research and develop B5 programs and plans for Member Federations
- Preparation of programs and projects through EU funding and EBSC Development requests.
- Establish Europe wide Euro Leagues
- Preparing marketing initiatives with the Marketing Department.



WBSC

EUROPE