

WBSC ***Strategic Goals***

2021
2024



WBSC

9 Strategic Goals

**Become a Permanent Fixture on
the Olympic Programme**

**Consolidation
of Continental
Associations and
the WBSC Family**

**Strengthen
WBSC Governance
and Reputation**

**Grow our Sport and
Make it Relevant in
People's Lives and in
their Communities**

**Increase
Worldwide Audience
and Media
Engagement**

Event Excellence

**Increase
Transparency and
Sustainability**

**Enhance WBSC's
Leadership and
Relationships**

**Secure a portfolio of
global recognisable
brands as WBSC
sponsors**

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9 Strategic Goals

Become a Permanent Fixture on the Olympic Programme

Capitalise on the inclusion of Baseball and Softball in Tokyo 2020 and Baseball5 in Dakar 2026 with permanent inclusion on the Olympic Games programme. (The following goals contribute towards achieving this goal)

Consolidation of Continental Associations and the WBSC Family

Advance the organisational maturity of the WBSC and its members.

Strengthen WBSC Governance and Reputation

Further develop and implement good governance, integrity practices and regulatory compliance.

Grow our Sport and Make it Relevant in People's Lives and in their Communities

Global participation with increase in player numbers and partnerships.

Increase Worldwide Audience and Media Engagement

Increase the level of fan engagement as well as relations with international media.

Event Excellence

Consistently improve the quality of events and their delivery.

Increase Transparency and Sustainability

Increase the level of transparency and improve holistic sustainability practices making an active contribution to sustainable development.

Enhance the WBSC's Leadership and Relationships

Strengthen the WBSC's global standing and relationships, especially within the Olympic family.

Secure a portfolio of global recognisable brands as WBSC sponsors

Increase the commercial relevance of WBSC globally with a Comprehensive Marketing Strategy.

