

WBSC

WORLD
BASEBALL SOFTBALL
CONFEDERATION

Game Time!



Time!

Game



@WBSC



WBSC.ORG

WBSC

Organisational Profile

Headquartered in Pully, Switzerland – adjacent to Lausanne, the Olympic Capital – the World Baseball Softball Confederation (WBSC) is the international governing body for baseball and softball. The WBSC has 198 National Federations and 12 Associate Members in 138 countries and territories across Asia, Africa, the Americas, Europe and Oceania, which represent a united baseball/softball sports movement that encompasses over 65 million athletes and attracts approximately 150 million fans to stadiums worldwide annually.

Amongst its responsibilities, the WBSC governs all international competitions involving official National Teams. The WBSC oversees the Premier12, the World Baseball Classic, Baseball World Cups (U-12, U-15, U-18, U-23 and Women's), Softball World Cups, (U-12 Mixed, U-15 Women's, U-18 Women's, U-18 Men's, U-23 Men's, Women's and Men's), and official disciplines Baseball5 (Senior and Youth World Cups) and eSports as well as Baseball, Softball and Baseball5 events at the Olympic Games.

To guarantee the WBSC interacts with its members and stakeholders effectively, the WBSC has developed a new organisational profile with the aim of setting a variety of universal attributes to ensure the WBSC's strategy and actions are of value to every single member of our audience.

The WBSC organisational profile is made up for these elements:



WBSC *Slogan*

A WBSC slogan is a short, easily recognisable phrase that sums up an organisation brand ***instantly***.



WBSC *Vision*

The WBSC's Vision is its blue-sky ideal outcome. It should be aspirational, nearly out of reach, but ultimately achievable if we work towards our common goal together.

The WBSC Vision:

A billion-strong, baseball-softball community where all participants have a stake in the game.

The WBSC is also a reflection of all the National Federations and Associate Members, whose tireless and diligent efforts and shared values help us work toward realising our vision and mission.



WBSC *Mission*

The WBSC's Mission is its route march: a statement of intent that directs our organisation's day-to-day journey towards the vision.

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.



WBSC *Proposition*

The WBSC's proposition is our unique offering to the global baseball-softball community and the Olympic Movement.

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.

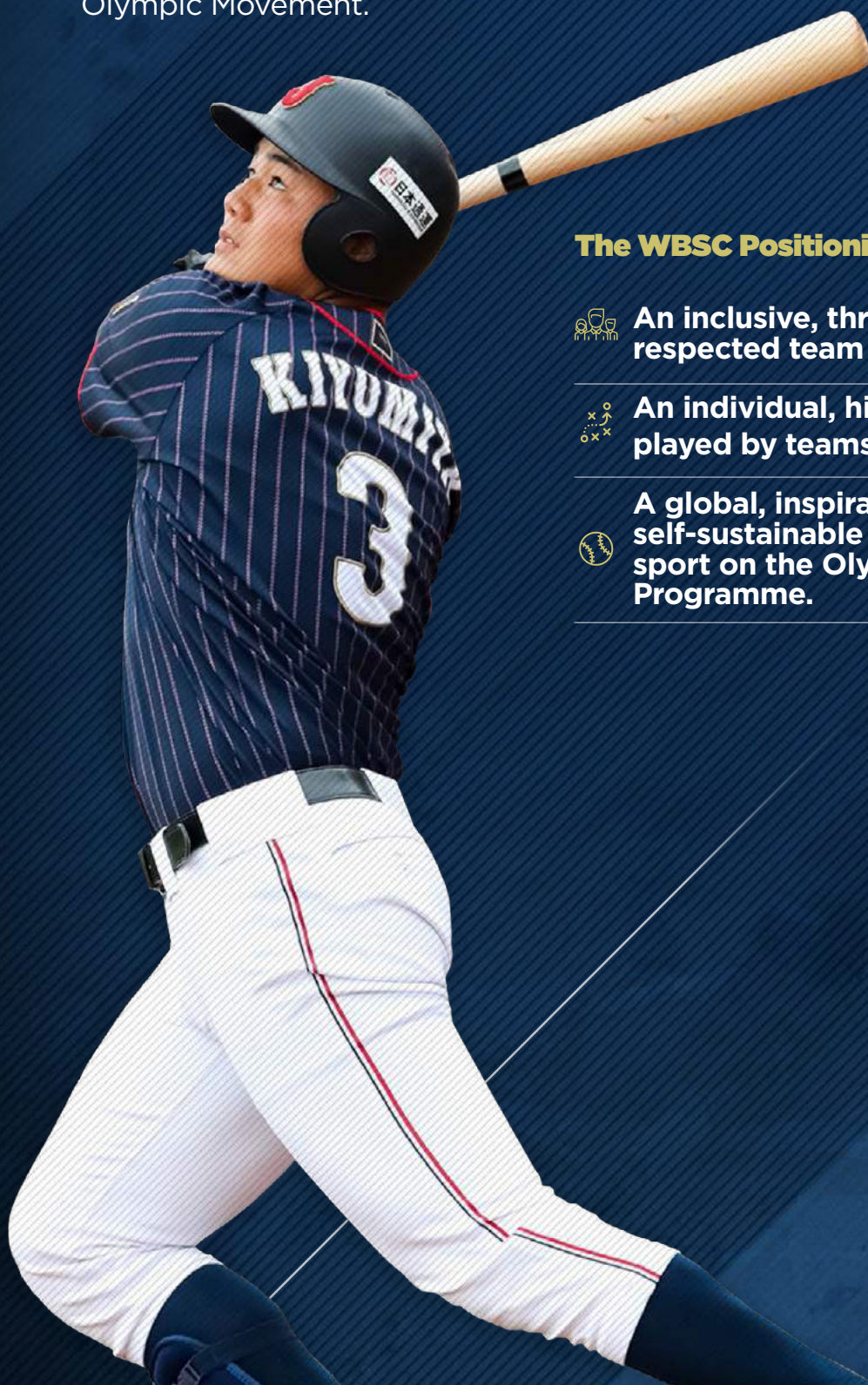


Representing the sport within the Olympic Movement.



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.

WBSC *Values*

What the WBSC stands for and what we believe in is defined by our Values.

The WBSC Values are:



Team Spirit & Friendship



Integrity & Respect



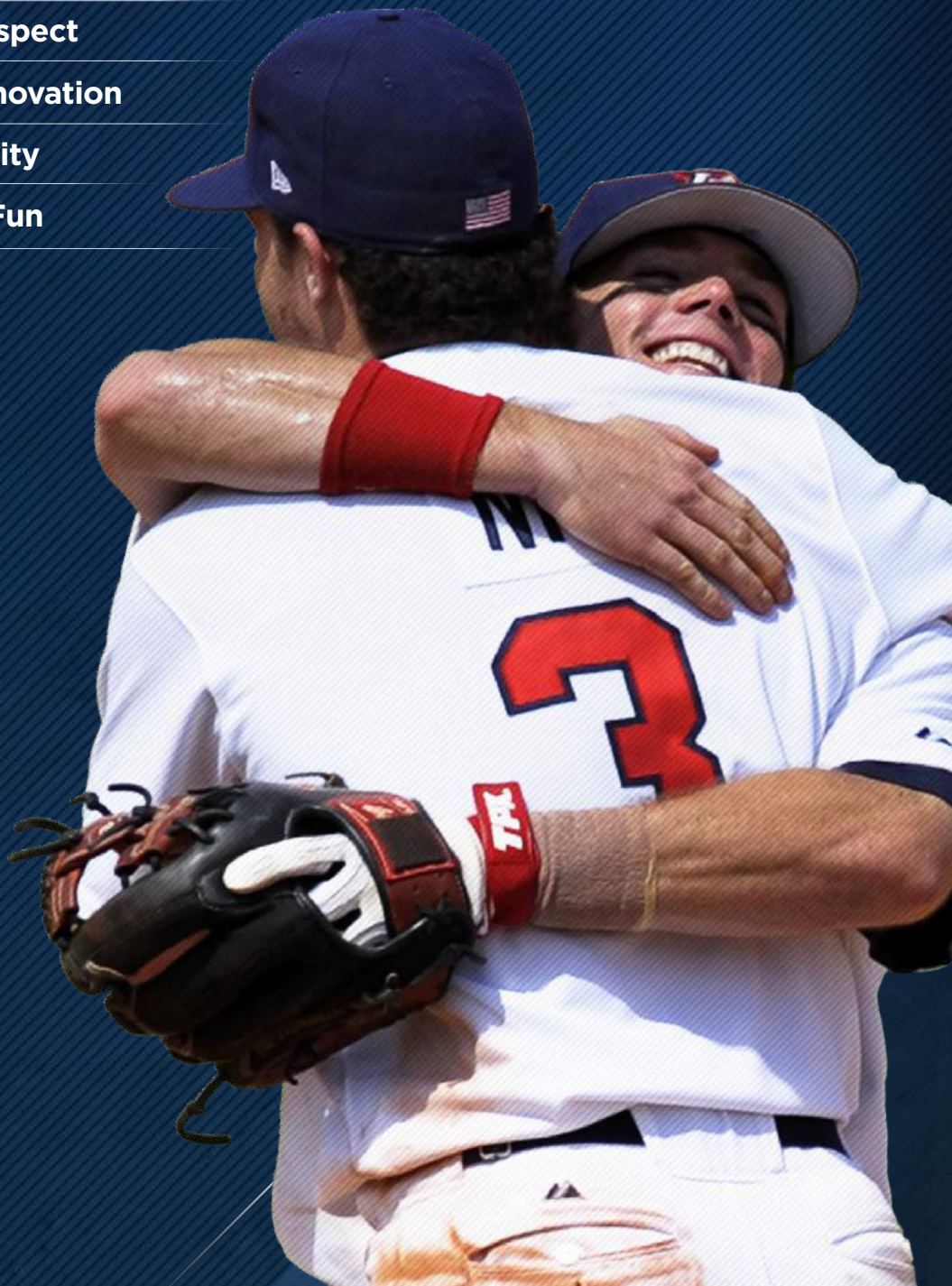
Tradition & Innovation



Diversity & Unity



Excellence & Fun



WBSC ***Personality***

The WBSC's Personality captures the character of our organisation and our people.

The WBSC's Personality is:



Hard-working, Professional



Loyal, Innovative



Passionate, Responsive



Inclusive, Open



Bold, Dynamic





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