

**WBSC**  
***Strategic Goals***

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**2021**  
**2028**



**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**

**WBSC**

# ***9 Strategic Goals***

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

Capitalise on the inclusion of Baseball and Softball in Tokyo 2020 and Los Angeles 2028, and Baseball5 in Dakar 2026 with permanent inclusion on the Olympic Games programme.  
(The following goals contribute towards achieving this goal)

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

Advance the organisational maturity of the WBSC and its members by further enhancing quality and strengthening the participation of the Continental Associations.

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## **Strengthen WBSC Governance and Reputation**

Further develop and implement good governance, integrity practices and regulatory compliance to position the WBSC as a leader in international sport.

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

Global participation driven by increased player numbers, strengthened partnerships, and broader social inclusion through legacy initiatives.

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## **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.

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## Increase Transparency and Sustainability

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

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## Enhance the WBSC's Leadership and Relationships

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

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## Secure a Portfolio of Global Recognisable Brands as WBSC Sponsors

Global participation driven by increased player numbers, strengthened partnerships, and broader social inclusion through legacy initiatives.

