



VICE PRESIDENT
EUROPE

CONSEIL INTERNATIONAL DU SPORT MILITAIRE
INTERNATIONAL MILITARY SPORTS COUNCIL
CONSEJO INTERNACIONAL DEL DEPORTE MILITAR
المجلس الدولي للرياضة العسكرية

CISM European Strategic Plan 2016 - 2019

Introduction

Mission

CISM is the worldwide International Military Sport Organization devoted to bringing together Armed Forces personnel from all Nations through sports activities, thus enabling the physical training, military readiness and education for the Armed Forces.

Vision

CISM is the world leading military sports organization enhancing mutual respect, solidarity and promoting peace through its various activities.

CISM Motto

"Friendship through Sport"

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CISM European Strategic Plan 2016-2019

European Strategic Plan

The European Strategic Plan, once approved by the European Conference, will be for an initial four years period (2016-2019) and will be updated every year at the European Conference.

Overall Strategic Responsibilities for the Vice President (VP) Europe

- representing and acting for the CISM President and the Board of Directors (BoD) in European matters.
- forward and argue European concerns to the CISM President and the BoD.
- guide the European member nations in their CISM activities.

Environmental Factors

A review of the external and internal environmental factors that CISM Europe believes will influence our capacity to succeed follows.

Strengths we wish to capitalize on (internal);

Weaknesses we wish to minimize (internal);

Threats we must take into account (external).

Opportunities we wish to pursue (external)

Strengths

S1. Diversity within the network of CISM. CISM Europe encompasses members from a wide range of cultures, education, backgrounds and experiences. This knowledge and diversity of the work and life experiences, as well as the personal network of relationships they bring to CISM, allow us to grasp and adjust programs to evolving needs.

S2. Willingness to work together. Active European CISM nations have a 'can do' attitude and are committed to the CISM mission and working together to maximize resources and impacts.

S3. History and legacy. CISM has a long standing history of supporting military sport having been established in 1948, founded by European nations.

S4. Diverse Sport Program. The diversity of the European CISM member nations facilitates the delivery of a broad and diverse CISM Sport Program at various levels. CISM Europe offers 28 summer and winter sports.

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S5. Knowledge in sport sciences. European CISM member nations are proven, highly-skilled, and experienced in the field of sport sciences and sports management.

Weaknesses

W1. Burden sharing between member nations. CISM Europe has currently 42 active member nations. About 10-15% of the European active member nations are less active in hosting sports events increasing the burden on the other countries.

W2. Frequent turnover of Chief of Delegations and Delegates. Turnover of military personnel often results in an influx of new members lacking the necessary corporate knowledge.

W3. Lack of a national funding for military sports and limited national willingness to support CISM HQ with personnel. Presently only one of more than 20 positions at the CISM HQ in Brussels is filled up by a European nation. This causes a lack of European influence to the work at CISM HQ. The limited funding causes problems in organizing military sports events.

Threats

T1. The CISM brand is not known well enough and accepted to ensure proper attention by national military authorities in European countries. This causes problems in support if national CISM authorities are trying to take on responsibilities for larger CISM sport events.

Opportunities

O1. Promotion, Marketing. CISM Europe should improve promoting and marketing of our events and athletes. CISM VP Europe and the Chiefs of Delegations seem to be the most logical persons to work with this opportunity.

O2. Social Media. In order to support O1 and to further disperse information and knowledge about CISM Europe activities and results CISM Europe staff could work further with the use of social media, i.e. Facebook, Twitter and Instagram. National Delegations should facilitate the distribution of this new media.

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O3. Integrated approach. CISM Europe should facilitate the new para-sports opportunities agreed by CISM General Assembly. CISM Europe can recommend and support the European nations to arrange competitions including para-sport events. Para-sports events could include physically and mentally disabled veterans.

Strategic Goals and Objectives

The execution of our CISM Europe Strategy is described through 3 broad strategic goals and a subset of 10 program objectives. These goals and objectives will form the basis of the annual European CISM Business Plan and when completed will ensure that both the CISM Mission and Vision are met within a 4 year period.

Strategic Goal 1. Provision of a robust and integrated sports program.

- Objective 1.1. Adjust the number of sports and championships to reflect the resources available in CISM Europe.
- Objective 1.2. Ensure a varied sports program for disabled military personnel and veterans.
- Objective 1.3. Facilitate conditions to enhance participation in the core sports of CISM, the 3 military pentathlons.
- Objective 1.4. Facilitate conditions to enhance participation in the other military related sports like shooting, orienteering and parachuting.
- Objective 1.5. To complete the European Calendar for the next year during the European Conference. This means that 100% of the events we (Europe) want to organize in the next year should be announced during the European Conference.

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Strategic Goal 2. Create strong relationships to European CISM member nations

- Objective 2.1. CISM Europe should improve promoting and marketing of our events and athletes.
- Objective 2.2. CISM European Liaison Office must work further with the use of a professional homepage and social media, i.e. Facebook, Twitter and Instagram. National Delegations should facilitate the distribution of this new media and support the CISM homepage with relevant inputs.
- Objective 2.3. Facilitate conditions to enhance the participation in the European Conference.

Strategic Goal 3. Active delivery of Solidarity and Technical Assistance Programs.

- Objective 3.1. Systematically gather information that identifies the 'needs' and 'offers' for both solidarity and technical assistance.
- Objective 3.2. CISM Europe support and liaise CISM Solidarity and Technical Assistance Programs inside Europe.

"Friendship through Sport"