



Friendship through Sport

Adapting & Implementing the CISM Strategic Plan

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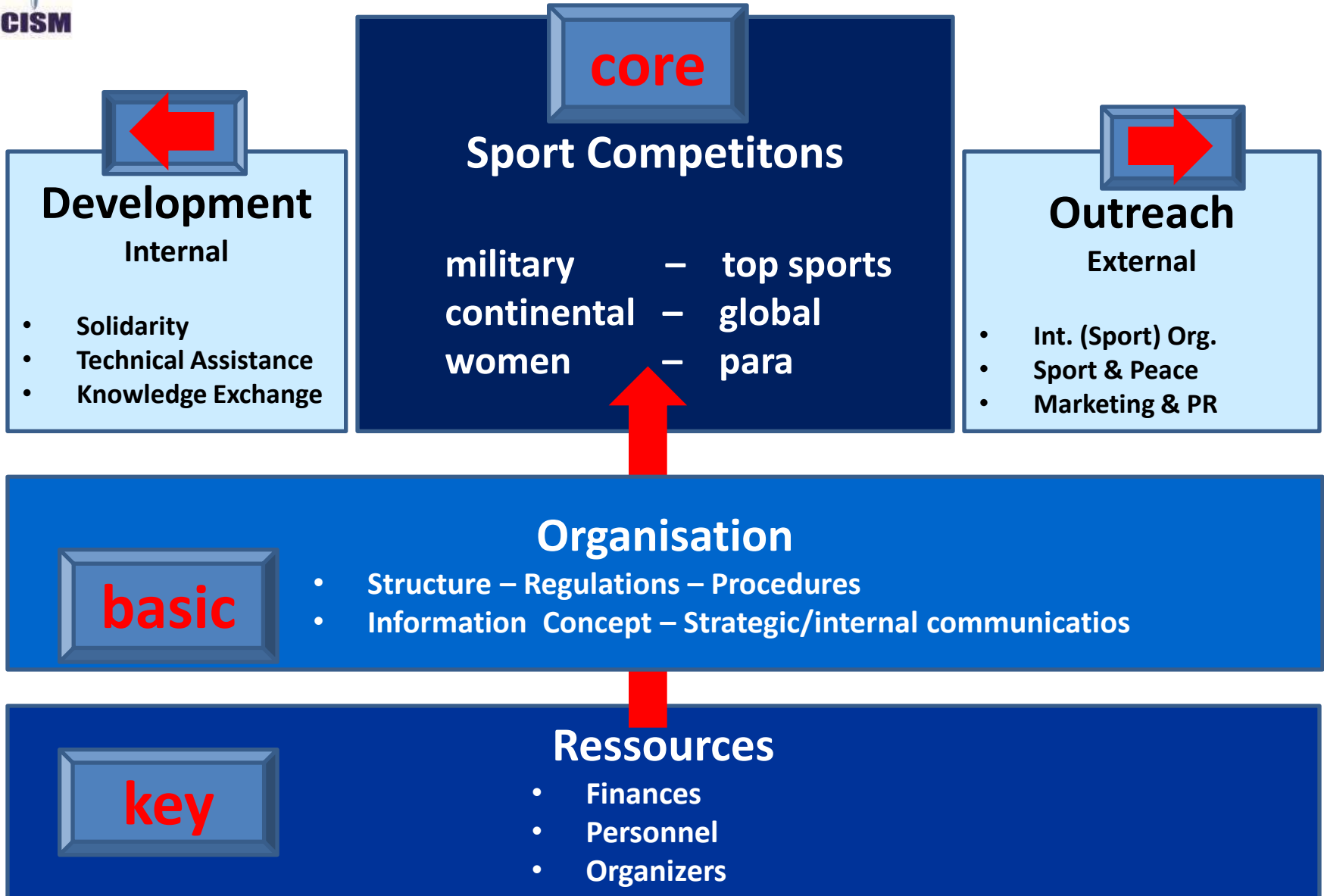
CISM Strategic Plan **2014**

Objectives

- 1 robust, integrated sports program**
 - 1.1 **increase number of nations & athletes**
 - 1.2 **enhance quality of competitions**
 - 1.3 **be recognized world leader of military sports**
- 2 active delivery solidarity, tech. assist. program**
 - 2.1 **identify needs & offers for solidarity & tech. assistance**
 - 2.2 **plan/execute solidarity & tech. assist. programs**
 - 2.3 **validate short/long term outcomes**
- 3 strong relationships with nations/stakeholders**
 - 3.1 **identify/communicate CISM values to nations/stakeholders**
 - 3.2 **engage nations/stakeholders to foster better relationships**
 - 3.3 **create/maintain relationships with nations/stakeholders**
- 4 strong, professional CISM governance structure**
 - 4.1 **identify areas of improvements**
 - 4.2 **establish prudent stewardship of CISM resources**



CISM – how it works



CISM's **new** Strategic Objectives **2018**



1 **Key:** **Ensure maximum support by nations & stakeholders**

communicate CISM values to nations & stakeholders

ensure a maximum of active member nations

ensure support by nations & stakeholders

2 **Basic:** **Provide an efficient CISM-Organisation**

ensure efficient structure & procedures

ensure prudent use of CISM resources

provide convincing Information-Strategy & a global communication-system

3 **Core:** **Provide robust & integrated Sports Program**

ensure integrated world & continental sport competitions

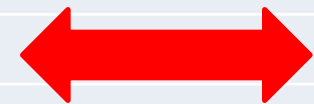
ensure compatibility with international/regional sports

4 **Development & Outreach:** **Implement “friendship through sports”**

ensure solidarity activities & technical Assistance

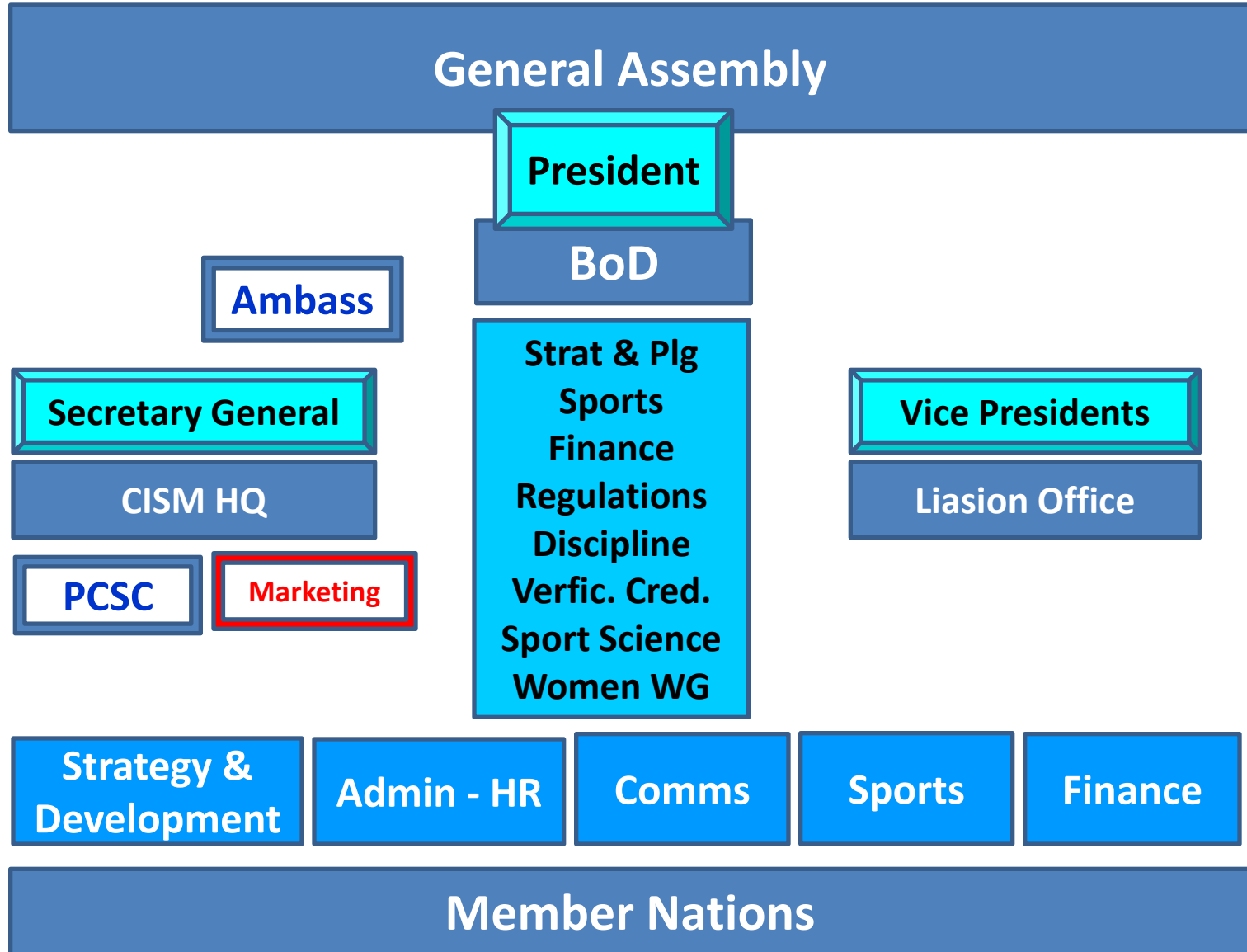
plan/ execute Sport & Peace Programs

contribute to enhance soldiers performance





CISM – how it works



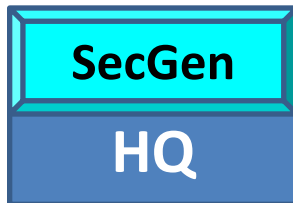
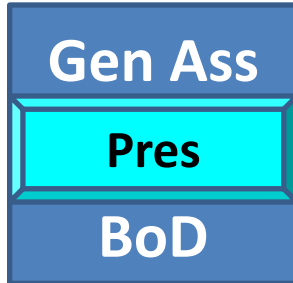


CISM – how it works





CISM Strategic Tasks

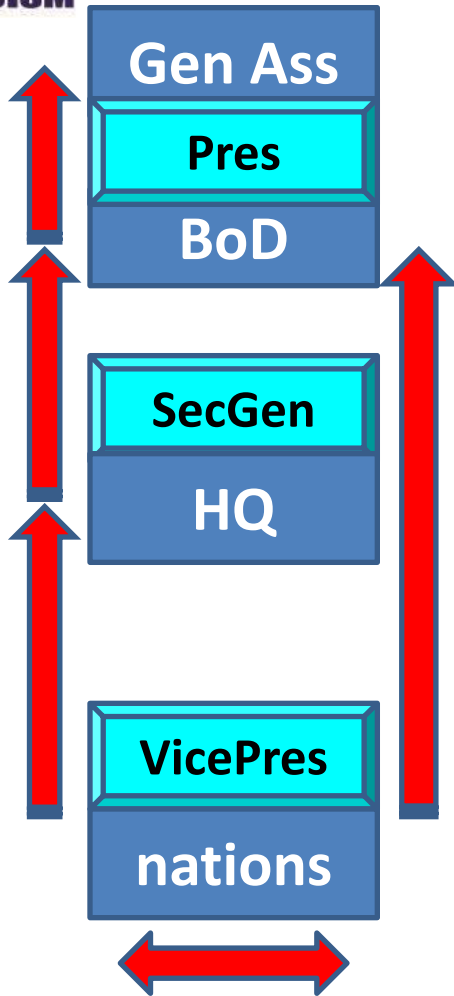


- agree CISM policy - ensure resources/competitions
- represent CISM (Int Org - Sport Fed - Coy's - MoD) **Ambass**
- ensure strong CISM (org - active members - sport events)
- develop/asses/adapt CISM policy
- ensure
 - HQ org
 - coordination of CISM's global activities
 - Comms - Int Sport Fed - science
 - major sport events (MWG - Cadet) **Marketg**
 - financing (HQ - sports - Solid/TA - marketing)
 - transcontinental technical assist/solidarity & Peace Proj
- Provide / contribute
 - maximum of (active) member states
 - sport events (WMC - RegC - para/women)
 - resources (fees/budgets - manning - science)
 - to organisation: strat & business org
 - GA - Cont Conf - BoD - clinics - TrgCamps
 - technical assistance / solidarity (continental - global)
 - link to regional / civil sport organisations



Evaluation / Reporting

Periodical – before BoD /GA – on request - **structured!**



- results - adapt policy/Org/ressources - Leaders
- CISM: situation – challenges – way ahead
- assess develop/adapt policy
- situation – challenges – way ahead
 1. coord of CISM´ s global activities
Comms – Int Sport Fed – Peace Proj)
 2. major sport events (MWG – Cadet)
 3. financing (HQ – sports – Sold/TA)
 4. transcont. tech. assistance & solidarity

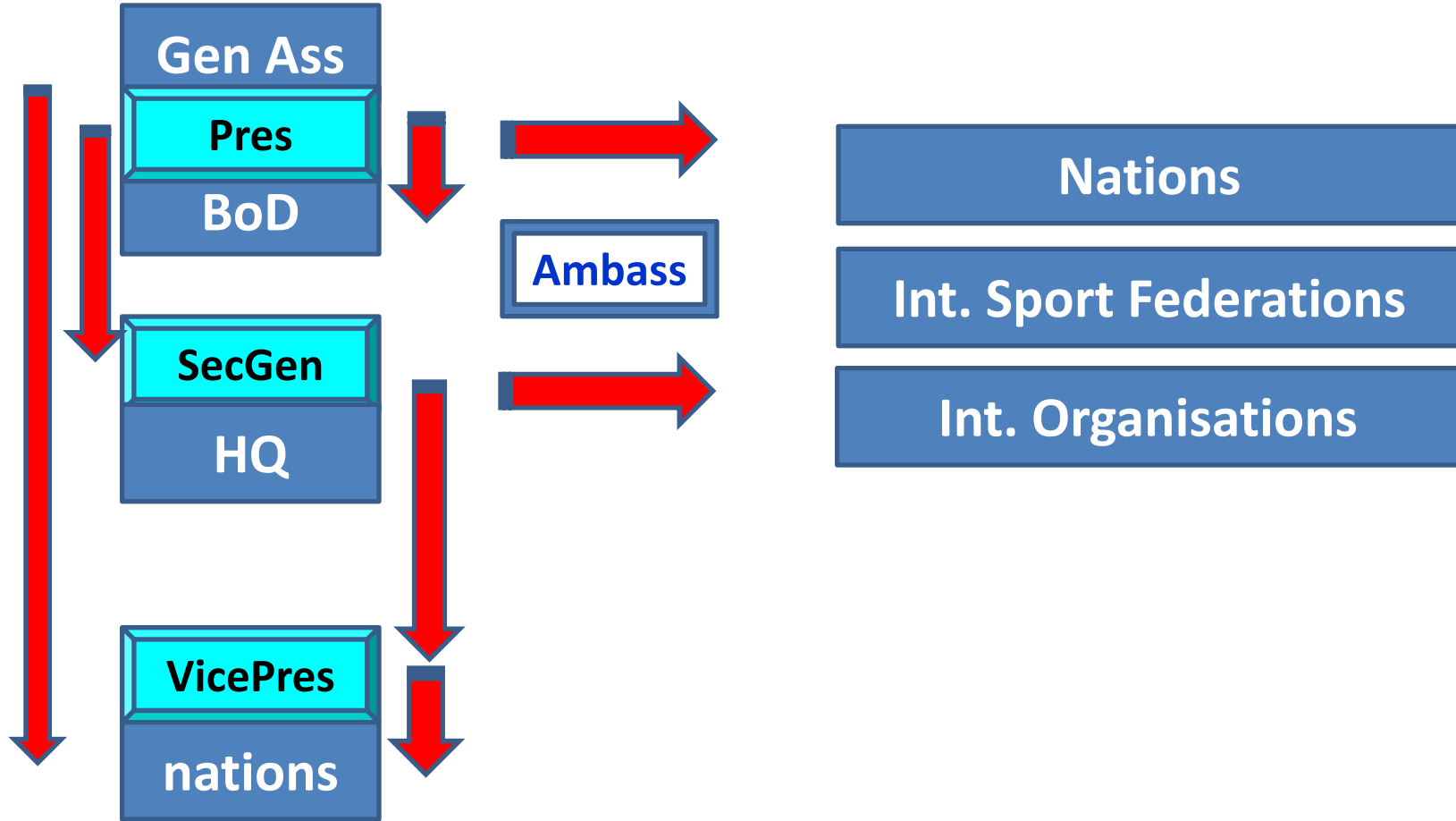
Results + Planning (Strat & Business Objectives)

- | | |
|----------------------|--------------------------------|
| 1. member states | (active) |
| 2. sport events | (WC – RegC – para/women) |
| 3. rressources | (finances - manning - science) |
| 4. organisation | (GA - Cont Conf - BoD) |
| 5. techn. assistance | (continental, global) |
| 6. peace projects | (idea - contribution) |



Information

Strat/Business Plan – **webside / e-mail / personal!**





Why Nations / MoD should support CISM

Sport

- Foster confidence amongst soldiers of different nations/cultures
- Enhance intercultural competence
- Enhance attractiveness of military service
- Use Sport as effective diplomatic enabler

Military Sport

- Create tactical athlete / military fit “model soldier” for society/forces
- Train / motivate soldiers

Top Sport

- Provide experience by international competing
- Find / train / motivate talents

Other Reasons

- Support worldwide spreading of human rights
- Use sport for deconfliction/peace building



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