

Confédération Sportive Internationale du Travail



CSIT @ 2020

STRATEGIC BUSINESS PLAN

General Assembly

Vilnius, 16.-17.10.2009



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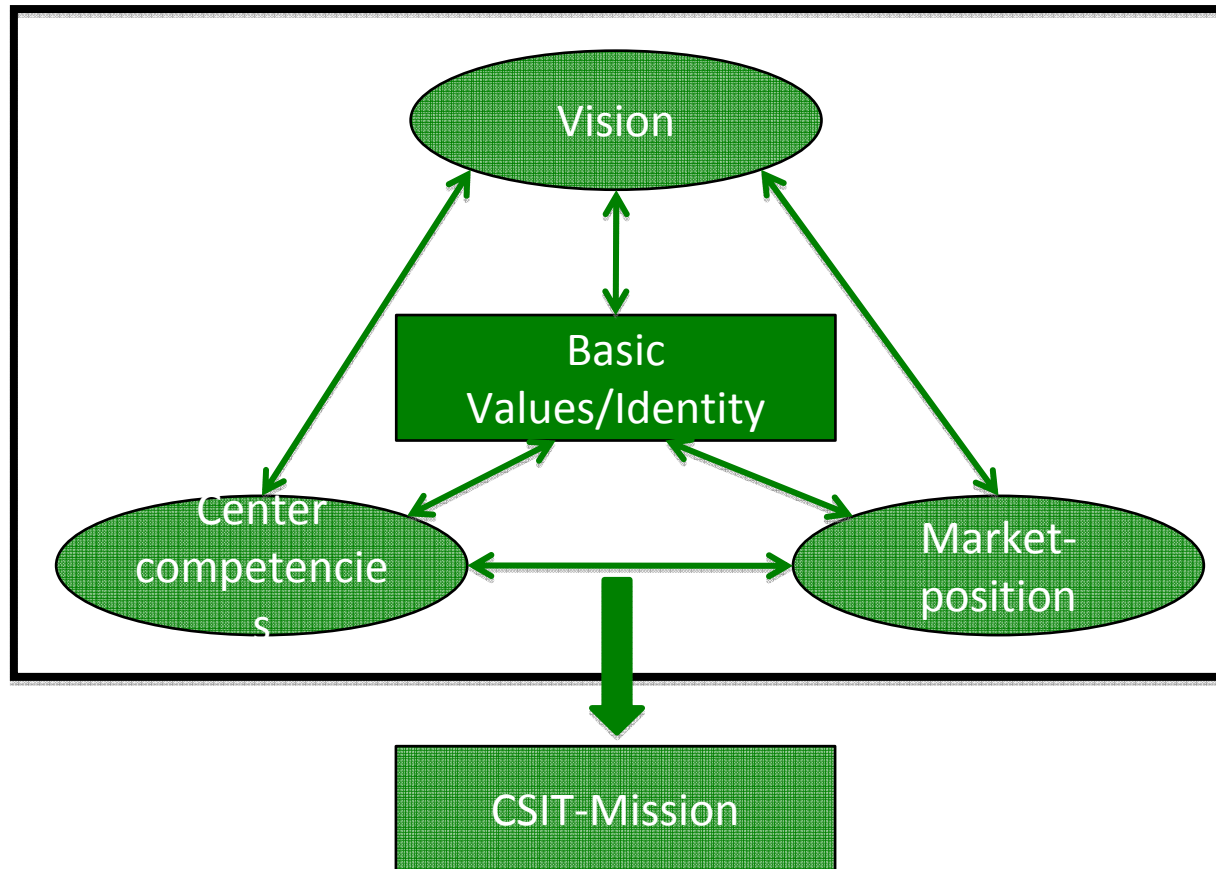


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Identity



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Central questions

- Who are we (identity)?
- What are we going for (basic values)?
- What are our plans (vision)?
- Where do we go (strategy)?
- How do we reach that (qualifying and quantifying of goals)?
- What do we need for that (strategy details)?



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Basic values/identity

- The CSIT goes for:
 - Workers- and amateur sports
 - „World Sports Games“
 - „Sport for all“ programs
 - Promotion of physical activity
 - Health promotion
 - Integration
 - Prevention of violence and racism
 - Fair Play
 - Prevention of Doping

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Vision

In 2020 the CSIT is the biggest amateur sports confederation worldwide;
with 100 member unions and
25 million single members.

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Center competencies

- Resources that are not tradable and difficult to imitate and the central power of the confederation.
 - Executive Committee
 - National organizations
 - Involvement in a worldwide sports network (IOC, Sportaccord, ICCSPE WADA, IF,.....)
 - Opinion leaders
 - CSIT World Sports Games

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Mission

- CSIT Mission
 - National organizations
 - International federations
 - Members
 - Partner organizations

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CSIT Mission

The CSIT-Mission cares for transparency,
and transparency is trust building;
towards our national and regional member
organizations, partners and also towards the
single members in our unions.

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CSIT Principles

- The member unions are taking profit of a strong worldwide organization;
- The CSIT offers access to sport events on different levels to all the single members of our member unions;
- With the „CSIT World Sports Games“ we will be organizing the biggest Workers and Amateur sports event worldwide;
- Our communication is open and transparent towards all our partners;
- We are contributing to the promotion of physical activity and health;
- We are contributing to the social integration, especially of the youth;
- We are keeping strictly distance to racism, fanaticism and violence;
- We are promoting fair-play.

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Strategy

- Following strategic goals will be followed during the next years?
 - representation and effective presentation of CSIT within international sports congresses
 - strengthening of our position in the international sports network -> Lobbyism
 - growth of the CSIT up to 100 national organizations CSR – CSIT as a platform for enterprises
 - Growth of sponsorship
 - Structural promotion of the youth

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WSG World Sports Games

The CSIT „World Sports Games“ as our most important product

- Growth of the CSIT World Sports Games up to 10.000 participants
 - Necessity of a slogan
 - WADA, doping prevention
 - Opening of our regulations
 - Opening of the limits for participation
- Clear definition of professional and amateur athlete
- Participants of all member unions
- More media-visibility, improved PR
- Sponsorship partners for all single kinds of sports

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Communication

- Communication goals
- Communication contents
- Communication instruments
- Communication budget

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Communication

Intern Communication

- Build up a database for a better and more effective communication to the single members
- International ambassadors and testimonials
- CSIT as a partner at the national sports games of the member unions:
 - Corporate communication
 - To improve the identification of the single members with the CSIT, the “transportation” of CSIT at national sports events is necessary
- Newsletter, new homepage, magazine “CSIT-News”

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Communication

Extern Communication

- Founding of a media group to
 - update the homepage (Content Management System)
 - write publications
 - prepare interviews
 - organize round tables
 - make marketable pictures
 - force Public Relations
 - prepare news for national media
- Distribution of the “CSIT News” to all IF, IOC Members, federations....

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Organization

- Empowerment of the organization
- Showing the structure
- Rules for social projects, (solidarity policy etc.)
- Job description for the Executive Committee members
- Profile for the candidature of organizing CSIT WSG
- Corporate Governance
- Use of collective intelligence - Workshops

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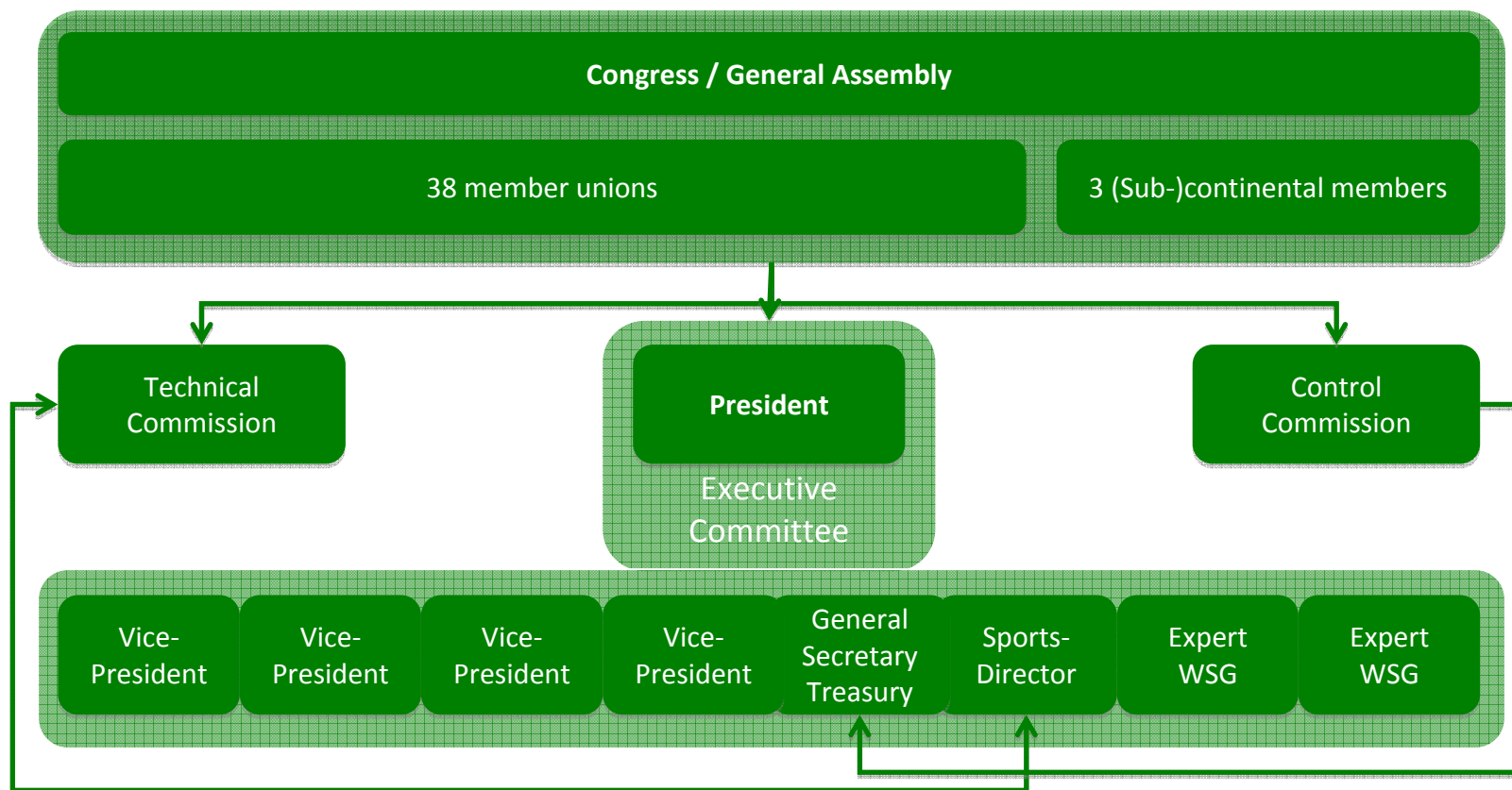


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Organization



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Finance

- To enable the growth of the CSIT new financial support is necessary
 - National and international subventions
 - Strategic sponsorship for CSIT und the CSIT World Sports Games
 - Strategic partnership
 - Membership fees
 - Events
 - Merchandising concept with an international partner