

WELCOME TO
MY PLAYGROUND.

HER
WORLD,
HER
RULES

FIBA EUROPE GIRLS PROGRAM

NATIONAL FEDERATIONS PROJECTS





ALBANIA

“Her World, Her Rules in Albania”

Aims:

- To encourage GIRLS to take advantage of this gender -oriented project and develop HWHR Albania as a BRAND. Exposure by “traveling the project” in 5 cities.
- To gain exposure around the activities by adding more women to BB (coaches, refs, GM, etc.)
- Women to commit by sharing experiences through their special social media space

Impact:

- Schools / Clubs: **34**
- Teachers / Coaches: **90**
- Girls: **600**



ANDORRA

“SUMA'T AL BÀSQUET! SIGUES UNA NOIA **HER WORLD HER RULES!**”

Aims:

- To continue organizing activities for new players.
- To launch the **HWHR-CARD** for players to benefit from other sports, social and cultural advantages as an added value of playing basketball.

Impact:

- Schools / Clubs: **35**
- Teachers / Coaches: **10**
- Girls: **200**

Comments:

- <http://www.fab.ad/herworldherfules>
- Agency developing the digital content



BELARUS

“HER WORLD, HER RULES IN BELARUS”

Aims:

- To involve (activate) players from regions and small towns.
- To run "Basketball Challenge Skills Fest" and 3x3 girls' tournament & Master class with professional players.

Impact:

- Schools / Clubs: **35**
- Teachers / Coaches: **35**
- Girls: **150**

Comments:

- Involvement of NT coaches & players as ambassadors



BELGIUM

“GIRLS GOT GAME”

Aims:

- To decrease drop out between the age of 12 and 16 by building bridges between clubs & schools & girls.
- To organize a tour with 10 3X3 indoor tournaments & 1 National Final.

Impact:

- Schools / Clubs: **120**
- Teachers / Coaches: **200**
- Girls: **1.500**

Comments:

- Involvement of NT players (Meesseman, Allemand, Mestdagh).
- Web:
https://www.basketbal.vlaanderen/girls_gotgame



BOSNIA AND HERZEGOVINA

“LET’S PLAY”

Aims:

- In primary schools and high schools, during the regular PE classes, famous coaches will implement basics of BB together with teachers.
- Selected girls with talent to attend a Camp and improve her skills.

Impact:

- Schools / Clubs: **74**
- Teachers / Coaches: **10**
- Girls: **1.100**

Comments:

- R. Mujanovic Ambassador



BULGARIA

“U7 BASKETBALL ACTIVITIES FOR GIRLS”

Aims:

- To attract girls age 7, from 32 Kindergartens to play basketball.
- Each Kindergarten will receive 8 free basketball lessons, and access to a Festival with other Kindergartens.

Impact:

- Schools / Clubs: **32**
- Teachers / Coaches: **8**
- Girls: **400**

Comments:

- Ambassador: Ekaterina Dimitrova (TIME-OUT)



CROATIA

“HOOPS4GIRLS CROATIA”

Aims:

- To increase popularization of WB in 8 regions.
- To organize all-day activities, from 3x3, basketball skills challenges, coaching, lecturers.
- To present basketball as a great sport to be involved, where find new friends.

Impact:

- Schools / Clubs: **50**
- Teachers / Coaches: **40**
- Girls: **800-1.000**

Comments:

- Ambassadors: Jelavic, Bilic, Grgin-Fonseca



CZECH REPUBLIC

“DEVELOPMENT OF GIRLS BASKETBALL IN CBF REGIONS”

Aims:

- To boost registration of girls.
- Organization of the CBF Regional Basketball **Open Camps** for Girls U13 in 10 CBF regions.

Impact:

- Schools / Clubs: **50**
- Teachers / Coaches: **80**
- Girls: **560-600**

Comments:

- Use of NT players as ambassadors



DENMARK

“EMPOWERMENT OF BASKETBALL GIRLS”

Aims:

- To empower girls to do activities for other girls in order to recruit and sustain more girls in basketball.
- To facilitate that girls (14+) initiate different activities and events for **themselves** and younger girls within their own club or in cooperation with girls from a neighboring club.

Impact:

- Schools / Clubs: **15**
- Teachers / Coaches: **30**
- Girls: **1.500**

Comments:

- <https://www.basket.dk/Pigeprojektet>
- Partner with the BørneBasketFonden (non-for-profit organization)



SPAIN

“HER WORLD, HER RULES IN SPAIN”

Aims:

- To create awareness on how important it is to do sports, specially basketball. Use example of Women's NT: with effort the goals/dreams can be achieved.
- Use **EBW** event in Valencia to approach Senior Players to schools, clinics, etc.

Impact:

- Schools / Clubs: **40**
- Teachers / Coaches: **100**
- Girls: **750-1.000**

Comments:

- Hired Marta Fernandez (ex-international) to lead the project.



ESTONIA

“BASKETBALL4GIRLS”

Aims:

- To introduce BB to girls, promoting healthy lifestyles through sport.
- To guide young coaches and PE teachers on how to make basketball fun and enjoyable.

Impact:

- Schools / Clubs: **5-8**
- Teachers / Coaches: **20-30**
- Girls: **500-800**

Comments:

- Legend coach Janne Schasmin to lead the project.



FINLAND

“FUTURE SUSILADIES- BETTER PRACTICES FOR GIRLS”

Aims:

- To attract more girls aged 5-15 through a process of better coaching for girls.
- Selecting six girls' coaches to participate and improve; these to mentor other coaches.

Impact:

- Schools / Clubs: **60**
- Teachers / Coaches: 3 mentors and 6 coaches reaching **400 coaches**
- Girls: **1.500 – 2.000**

Comments:

- Ambassadors: Awak Kuier & J. Aarnio



GREECE

“BASKETBALL FOR SCHOOL GIRLS”

Aims:

- To boost popularity and increase the number of girls that come to BB.
- To run series of events for girls ages between 8-15, mainly within the school environment.

Impact:

- Schools / Clubs: **40 schools + 40 clubs**
- Teachers / Coaches: **200 teachers + 100 coaches**
- Girls: **2.000-2.500**

Comments:

- E. Maltsi, K. Sotiriou, D. Kalentzou as ambassadors
- Partner: Ministry of Sports and Culture



IRELAND

“CHAMPION THE FUTURE ”

Aims:

- To reduce female drop-out (age 11-18) by using the players in the underage NTs.
- Create role-models for young players to look up to and inspire.
- Create promotional campaign in schools and run 4 regional tournaments

Impact:

- Schools / Clubs: **25**
- Teachers / Coaches: **150**
- Girls: **3.750**

Comments:

- Ambassadors: players U16-18



KOSOVO

“PROMOTION OF WOMEN'S BASKETBALL IN KOSOVO”

Aims:

- To develop girl's basketball in rural areas where there is currently no women's basketball teams.
- To organize tournaments, workshops, camps to establish new women's basketball teams in clubs.

Impact:

- Schools / Clubs: **35**
- Teachers / Coaches: **30**
- Girls: **250**

Comments:

- Excellent branding, transversal use of the campaign in many other NF programs.



LATVIA

“MINI CUP AND **HER WORLD HER RULES** CAMP”

Aims:

- To organize the biggest and most fun mini BB games for girls age 10-11.
- Open registration: any team is eligible to apply - sport schools, clubs, elementary schools etc.
- Event played in 4 stages, during school holidays

Impact:

- Schools / Clubs: **50**
- Teachers / Coaches: **50**
- Girls: **600**

Comments:

- Ambassador: Liene Jansone



LITHUANIA

“SPRY CUP”

Aims:

- To organize a full season Cup tournament for U10 girls from primary schools,
- Do BB related funny games for basic basketball skills development to ensure girls stay in our sport.
- Submitted alternative implement. (COVID)

Impact:

- Schools / Clubs: **18**
- Teachers / Coaches: **15**
- Girls: **300**

Comments:

- Ambassador: Juste Jocyte (Youth MVP)
- Very active NF during COVID



MOLDOVA

“HER WORLD, HER RULES IN MOLDOVA”

Aims:

- The popularization of female basketball on the territory of our country.
- To run activities for female clubs and schools. Coaching courses

Impact:

- Schools / Clubs: **5-8**
- Teachers / Coaches: **16**
- Girls: **80-100**

NEW
APPLICANT



NORTH MACEDONIA

“HER WORLD, HER RULES IN NORTH MACEDONIA”

Aims:

- To have youth female clubs in at least **20%** of the cities in the whole country.
- Run activities in 12 different cities : grassroots exercises, obstacle courses in schools, 3x3 tournament, mini basket tournaments, physical education of children and coaches.

Impact:

- Schools / Clubs: **12 / 20**
- Teachers / Coaches: **24 / 25**
- Girls: **1.000**

Comments:

- **NEW APPLICANT**
- Ambassadors: J. Antic (TIME-OUT), E. Musa, J. Petrushvska.



NETHERLANDS

“3X3 GIRLS COMPETITION”

Aims:

- To keep girls in the age group of 12-15 years old involved in basketball and reduce drop-outs.
- Organize an official club regulated 3x3 indoor competition for age U13-15.
- Ambassadors: 3x3 NT players

Impact:

- Schools / Clubs: **20**
- Teachers / Coaches: **20**
- Girls: **1.000**



POLAND

“HER WORLD, HER RULES”

“JEJ SVIAT, JEJ ZASADY”

Aims:

- To promote BB within girls age 7-10 through the flagship project **SMOK** (73 cities, 87 academies)
- Ambassadors: 3x3 NT players

Impact:

- Schools / Clubs: 87
- Teachers / Coaches: **87**
- Girls: **4.000**

Comments 2019 report:

- <https://mlodeasyparkietow.pl/>

NEW
APPLICANT



RUSSIA

“ONCE IN A BASKETBALL- FOREVER WITH BASKETBALL”

Aims:

- To stop the decrease of girls teams registered in competitions.
- Training sessions with former players of Russian WNT and current WNT players.

Impact:

- Schools / Clubs: **90-100**
- Teachers / Coaches: **140-170**
- Girls: **1.000**

Comments:

- **NEW APPLICANT**
- Male ambassador: N. Galaev (RBF Head of Youth)

NEW
APPLICANT



SAN MARINO

“PINK SAN MARINO BASKETBALL, THE BEGINNING!”

Aims:

- To growth the number of girls involved in BB. One year ago, the NF started this strategy and number increased fast.
- NT Coach to go to schools to recruit girls for new clubs teams and in future have a league for girls & 1st NT for Women.

Impact:

- Schools / Clubs: **8 schools / 1 club**
- Teachers / Coaches: **2-3 coaches**
- Girls: **50**

Comments:

- **NEW APPLICANT**
- Lead: E. Brancolini (federal women's coach)



SLOVENIA

“BASKETBALL PROMOTION FOR GIRLS VIA PLAYFUL BASKETBALL”

Aims:

- To increase interest for BB and the number of kids playing and training for local clubs. Clubs to apply officially.
- To present BB to kids through Playful Basketball (Lipko). With the help of local clubs and schools.

Impact:

- Schools / Clubs: **25**
- Teachers / Coaches: **200**
- Girls: **4.000**

Comments:

- Ambassador: Z. Friskovec
- Very successful Playful format (since +8 years)



SERBIA

“OPEN BASKETBALL SCHOOLS FOR GIRLS”

Aims:

- To attract girls aged 6-15 to enter the beautiful world of BB with interesting practices to help them fell in love with BB and to stay in BB.
- Open locations for regular free of charge basketball practices for girls.

Impact:

- Schools / Clubs: **20**
- Teachers / Coaches: **15**
- Girls: **3.000**

Comments:

- Ambassador: M. Maljkovic
- Many partners, lots of merchandising MMM
- Professional project management

NEW
APPLICANT



SWITZERLAND

“HER WORLD, HER RULES IN SWITZERLAND”

Aims:

- To have more licensed girls in the Swiss Basketball Federation.
- Calendar days especially dedicated to girls detection, with adapted program in all the regions (6-8 days).

Impact:

- Schools / Clubs: **30-40**
- Teachers / Coaches: **50**
- Girls: **1.000-2.500**

Comments:

- **NEW APPLICANT**



SLOVAKIA

“PLAY IN OUR TEAM”

Aims:

- To help the clubs with the popularization of BB for girls in their area by informing girls and their parents about the local club possibilities.
- Use 3x3 as the way to engage girls to BB
- Open practice for the girls from the secondary schools (U10)

Impact:

- Schools / Clubs: 32
- Teachers / Coaches: **64**
- Girls: **4.000**



SWEDEN

“GIRLS’ CAMP”

Aims:

- To inspire young female players to continue to keep playing BB:
- In co-operation with the Swedish Women’s Basketball League, to deliver 10 separate camps nationwide for girls age 13-15.

Impact:

- Schools / Clubs: **8-10**
- Teachers / Coaches: **10 role models / 25 coaches**
- Girls: **400**

Comments:

- Ambassador: E. Egnell and other NT players



UKRAINE

“GIRLS BASKETBALL DEVELOPMENT - AGE 6-15”

Aims:

- To improve the existing tournaments system for girls, incl. 3x3 among girls in schools and grassroots level.
- Tournaments for girls age 10-11, 12-13, 14-15. Mini Basketball Festival in two age groups 9-10,11-12.

Impact:

- Schools / Clubs: 2.000?
- Teachers / Coaches: 2.000?
- Girls: **2.000**

THANK YOU!

