



HER WORLD HER RULES (EUROPE)

BACKGROUND

The “Her World, Her Rules” (HWHR) campaign is FIBA’s most recognized initiative in women’s basketball. As part of FIBA’s commitment to further develop the game of basketball for women and girls, FIBA has made Women in Basketball a key focus of their strategic priorities for 2019-2023. Therefore, FIBA would like to make HWHR available to all National Federations as part of its support for women’s basketball development. The campaign will aid National Federations as they strive to create awareness and to develop basketball for girls and women in their respective countries.



OBJECTIVES

The main goal is to sustainably grow girls’ participation in basketball by recruiting more players at school age through various activities. The campaign will:

- ◆ Increase participation of girls in basketball
- ◆ Increase the popularity of girls’ basketball locally and nationally
- ◆ Attract media attention
- ◆ Recognize and promote women role models
- ◆ Celebrate women’s basketball
- ◆ Ensure that basketball is the number one sport among young girls

THE CAMPAIGN

The purpose of HWHR is for it to be used as a worldwide campaign designed to unite women and girls across the globe and help define grassroots projects. Targeting schoolgirls, FIBA will offer advice and provide funding for several actions taking place as part of its Women in Basketball pillar. Furthermore, FIBA will provide free branding for all National Federations not awarded with the funding. Uniting all development programs under one same name and brand, FIBA aims to amplify the exposure of women basketball, attract more media attention, and, ultimately, increase the participation of girls in basketball.

TARGET GROUP

Girls in primary and secondary school education (age 6-15) not participating in regulated basketball (e.g. not holding a license from the NF).

PROJECT DURATION

The duration will depend on the foreseen activity/ies with priority given to projects presenting a legacy program.

ACTIVITIES

The grassroots project **should** include at least one activity taking place at either one or two of the following dates:

- ◇ During the week of the International Women's Day (*March 8th*)
- ◇ During the week of the International Girls' Day (*October 11th*)

Additionally, it is strongly recommended to include other activities during the year. Some key moments could be:

- ◇ The women's national league/cup final
- ◇ A specific weekend important for the country
- ◇ A national team game
- ◇ Youth cups
- ◇ ...



MESSAGES

The NF should use the following as a guiding principle:

- ◇ Develop healthy lifestyles through basketball, and sport in general
- ◇ Use role models to disseminate the importance of hard work, discipline, teamwork and fair play
- ◇ Inspire girls to play basketball while continuing their studies (dual-career)
- ◇ Empower girls and tackle problems such as gender inequality and discrimination



NATIONAL FEDERATIONS ELIGIBILITY REQUIREMENTS

In order to apply to the funding programme, National Federations must:

- ◇ Complete the official FIBA Europe HWHR Online Application Form;
- ◇ Name one person to join the HWHR Facebook Group community;
- ◇ Provide a full report to FIBA Europe at the end of the campaign.

National Federations not compiling to all the above requirements, will not be eligible for funding, but can still apply for the HWHR free branding package.

PROJECT REQUIREMENTS

- ◇ Name one person responsible for the implementation of the campaign. This person can be:
 - > The person in charge of women's basketball at the National Federation;
 - > The Women in Basketball point of contact or coordinator;
 - > And/or a designated Project manager
- ◇ Nominate at least one Female Ambassador to be the public face of the campaign.
- ◇ Target a minimum of **50 girls** per activity.
- ◇ Distribute one HWHR branded t-shirt to all participating girls.
- ◇ Have a minimum of 4 HWHR banners/roll-ups/etc visible during the activities.
- ◇ Include a project legacy plan.

RESPONSIBILITIES

FIBA Europe will:

- ◇ Grant the awarded National Federations with up to **EUR 25,000** funding
- ◇ Assign a FIBA contact person to guide, support and advice the NF on how to integrate the HWHR campaign
- ◇ Give access to FIBA's branding platforms for all branding materials to download all branding materials to help trademark the HWHR campaign and the respective marks free of charge
- ◇ Give access to the HWHR Facebook Group community
- ◇ Showcase the HWHR actions through the different FIBA platforms:
 - > Designated microsite under www.fiba.basketball
 - > FIBA Social Media Channels: Facebook, Twitter and Instagram.
 - > Dedicated hashtag #HerWorldHerRules

The NF will:

- ◇ Be responsible for the planning and implementation of the campaign
- ◇ Provide all required documents and information to FIBA Europe as stated in the "Requirements" section
- ◇ Create a communication story around the campaign, including but not limited to:
 - > The allocation of a HWHR logo on the NF's website with a link to the NF's project website or FIBA's HWHR Website
 - > The utilization of the HWHR logo on every publication related to the project
 - > Upload all information related to the campaign to the #HerWorldHerRules Facebook group
 - > A Press Release before and after the campaign
 - > A video and photos covering the activities
- ◇ Provide additional funding for extras not covered by FIBA Europe funding.

FIBA FUNDING

FIBA Europe will allocate up to **EUR 25,000** depending on the specificities and needs of the campaign. The following expenses are mandatory:

- ◇ The production of the HWHR branding materials
- ◇ The production of HWHR branded t-shirts for all participants

Other expenses (e.g. gym rental, drinks, transportation, etc.) are also eligible and can be claimed.

BRANDING

FIBA encourages all National Federations to use the HWHR branding for all campaigns associated with girls' development. As part of its commitment to promote women's basketball, FIBA will provide its branding free of charge.

The material includes, but it is not limited to:

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| ◇ Banners | ◇ LEDs | ◇ PPT |
| ◇ Boards | ◇ Fonts | ◇ Roll-ups |
| | ◇ Logos | ◇ Merchandising (t-shirts, caps, etc.) |
| | ◇ Posters | |

National Federations are allowed to provide visibility to their partners/sponsors and include them in the HWHR branding templates. All branding materials will need to be approved by FIBA before production.



TIMELINE

30.06.2022	◆	NF to submit the project application form and all relevant material
31.07.2022	◆	Evaluation of projects and awarding of grants
August 2022	◆	Funds to be transferred to the awarded NF
01.09.2022 – 30.06.2023	◆	Implementation phase
30.06.2023	◆	Reporting deadline

CONTACT

Europe: **Elisabeth Cebrian:** elisabeth.cebrian@fiba.basketball

If you intend to apply, please complete the digital form and upload the requested files by **30.06.2022** at the latest.