



FIBA

We Are Basketball



HER WORLD HER RULES

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 its strategic priorities for 2023-2027. Therefore, FIBA would like to make HWHR available to all National Federations (NFs) 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 female role models
- ◇ Celebrate women’s basketball
- ◇ Ensure that basketball is the number one sport among young girls

THE SUPPORT

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 activities as specified, in the guidelines 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 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

FIBA strongly recommends activities alignment with the following dates:

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

However, implementing activities around key National Federation milestones is also acceptable. 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
- ◇ Other initiatives



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 program, National Federations must:

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

National Federations not complying with 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**.
- ◇ 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 will:

- ◇ Grant the awarded National Federations with up to **CHF 3,000** funding
- ◇ Assign a FIBA contact person to guide, support and advise the NF on how to integrate the HWHR campaign. The number of supported projects depends on the quality of applications.
- ◇ 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 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

- ◇ Promote the supported project on social media and digital communication platforms in alignment with the FIBA social media guidelines.
- ◇ For this purpose, high-quality photos and, where possible, videos are to be produced. FIBA will use the communication materials provided for the following purposes:
 - > To raise awareness of the global Her World, Her Rules campaign
 - > To increase the visibility of the successful project
 - > To create a platform for enhanced exchange best practices among the National Federations

FIBA FUNDING

The FIBA funding can only be used by National Federations:

- ◇ For the production of the HWHR branding materials
- ◇ For the production of HWHR branded t-shirts for all participants
- ◇ To cover promotional material and content production (photographer/videographer)

Other expenses (e.g. gym rental, drinks, transportation, etc.) must be covered by the National Federation or any partner/sponsor.

If your application is successful, and your Federation reported correctly previous funded projects, FIBA will pay the approved funding upfront.



BRANDING

Please be aware that the branding materials must appear in every location described in the application form, and FIBA must approve the layouts before production. Failing to do so will make the activity ineligible for reporting.

In this regard, we are pleased to inform you that all the HWHR branding templates have been thoroughly reviewed. We understand the importance of cultural representation and inclusivity in all our initiatives. Therefore, the visuals have been designed in a manner that allows the girls featured in them to be replaced with any other girl who better represents the unique cultural identities of your respective countries or regions.

This flexibility ensures that the campaign resonates more deeply with local communities, fostering a sense of belonging and pride among participants. We encourage you to utilize this feature to tailor the campaign visuals to reflect the diversity and spirit of your Federation.

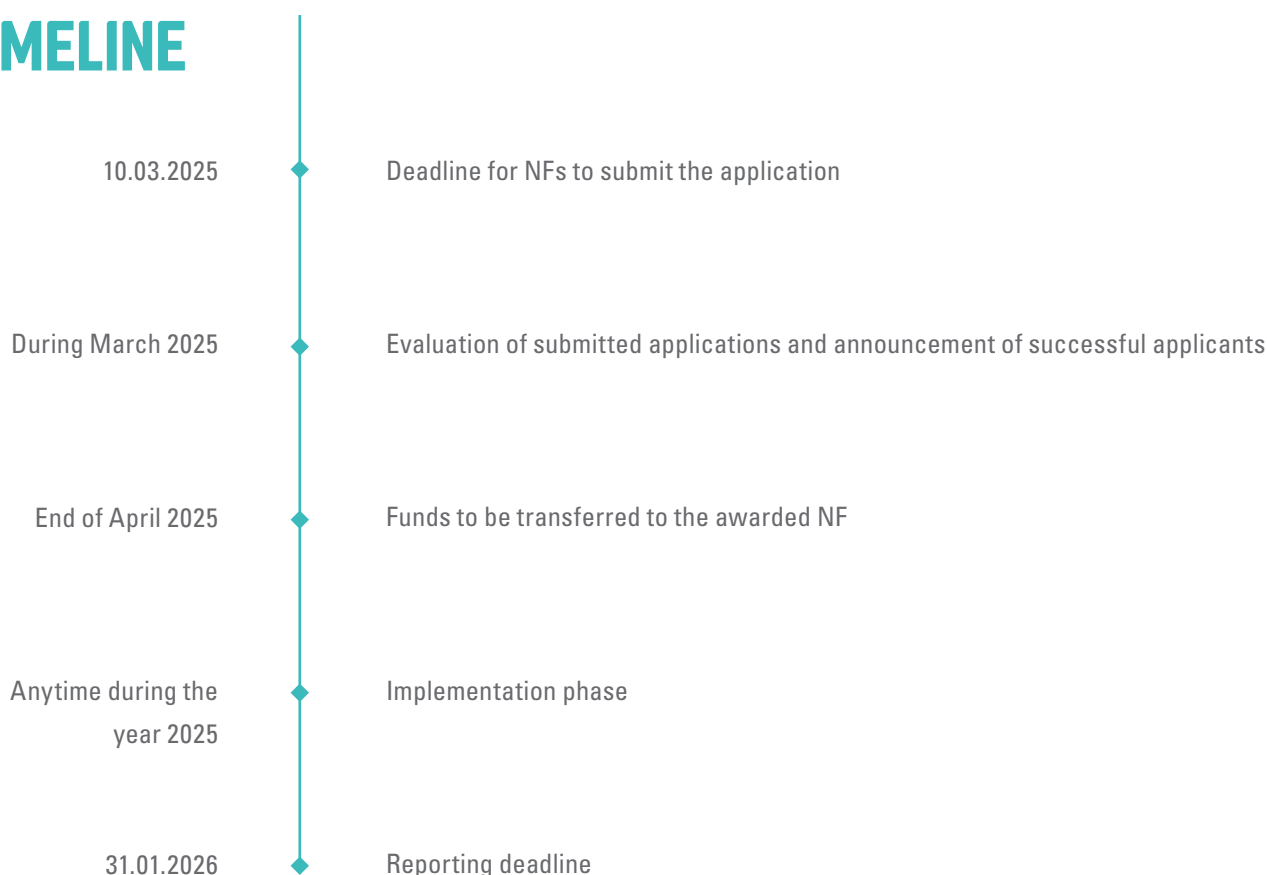
FIBA encourages all National Federations to use the HWHR branding for all campaigns associated with girls' development.

The material includes, but it is not limited to:

- ◇ Banners
- ◇ Posters
- ◇ Merchandising (t-shirts, caps, etc.)
- ◇ LEDs
- ◇ Roll-ups

National Federations are allowed to provide visibility to their partners/sponsors and include them in the HWHR branding templates.

TIMELINE



REPORTING

All selected applicants are required to submit a final report to FIBA by **31 January 2026** for impact assessment and evaluation.

Selected participants who don't submit their final report by the deadline will be excluded from future FIBA funding programs and related opportunities.



CONTACT

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Europe: not applicable (different timeline)

If you intend to apply, please complete the digital form and upload the requested files by **10.03.2025** at the latest.