

STRATEGIC OBJECTIVES FOR 2023 TO 2027

FIBA UPDATED AND APPROVED ITS STRATEGIC OBJECTIVES for the 2023-2027 cycle during the XXII FIBA Congress, which will now serve as a guide for FIBA as an organization and its 212 National Federation members for the next four years.

OUR MISSION

- To make basketball more popular, we develop and promote the game
- To create one basketball community, we bring people together and unite the community

OUR VALUES

- SMART** – Skilful, well-structured, precise and transparent
- PROGRESSIVE** – Dynamic, proactive and driving change
- OPEN** – To everybody everywhere, prestigious and credible
- RESPONSIBLE** – Fair play, ethical and socially responsible
- TOGETHER** – Strong individuals cooperating as a strong team

OUR VISION

- With a perspective on basketball, we intend to be one community
- In comparison with other sports, we want basketball to be the most popular sports community

PRIORITIES FOR 2023 TO 2027



EMPOWER NATIONAL FEDERATIONS

- Goal 1:** Build professional capabilities
- Goal 2:** Develop grassroots basketball
- Goal 3:** Develop the next generation of talent
- Goal 4:** Professionalize national team structure
- Goal 5:** Build event hosting capacity and legacy



WOMEN IN BASKETBALL

- Goal 1:** Increase female players' participation
- Goal 2:** Develop female coaches & officials
- Goal 3:** Maximize the impact of women's competition in both disciplines
- Goal 4:** Increase the number of fans consuming women's basketball
- Goal 5:** Increase gender diversity in National Federations, FIBA elected bodies & organization



SHAPE INTERNATIONAL CLUB COMPETITIONS

- Goal 1:** Clarity of competition structure & qualification process
- Goal 2:** Promote FIBA's model based on sporting criteria & local development of players
- Goal 3:** Optimize synergies within the FIBA Family & with strategic partners
- Goal 4:** Strive towards financial stability of clubs and competitions

OBJECTIVES FOR 2023 TO 2027



MAKE 3x3 THE MOST THRILLING URBAN SPORT

- Goal 1:** Drive a successful 3x3 growth model
- Goal 2:** Strengthen the World Tour & competition network
- Goal 3:** Develop and market dedicated 3x3 stars
- Goal 4:** Attract top brands to boost visibility and commercial value
- Goal 5:** Involve more National Federations in 3x3
- Goal 6:** Grow the fan base
- Goal 7:** Increase users of 3x3 online tools



EXCELLENCE OF NATIONAL TEAM COMPETITIONS

- Goal 1:** Apply a consistent FIBA standard (from bidding to delivery)
- Goal 2:** Elevate players' experience
- Goal 3:** Raise the level of promotion & fan engagement (on-site and on-screen)
- Goal 4:** Optimize the delivery of regular home-and-away qualifying games
- Goal 5:** Make senior competitions financially self-sustainable



DEVELOP YOUTH BASKETBALL

- Goal 1:** Increase the number of dedicated youth coaches
- Goal 2:** Provide National Federations tools to enter schools for both disciplines
- Goal 3:** Roll out globally Basketball for Good programs
- Goal 4:** Structure a clear professional pathway for young players
- Goal 5:** Support youth club competitions



SUSTAINABILITY & INNOVATION

- Goal 1:** Reinforce integrity in competitions
- Goal 2:** Strengthen safeguarding in competitions and activities
- Goal 3:** Apply environmental, social and governance (ESG 1) criteria in international competitions and activities
- Goal 4:** Endorse and encourage innovation in basketball within an overall framework
- Goal 5:** Develop and implement a global eFIBA strategy