



2023-2025



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# WORK PACKAGE 1: Project Management

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## OBJECTIVES

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Promote an efficient use of resources,  
with sound financial and administrative  
management of the program

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Stimulate and support fluid  
communication among project partners  
and a good working ambience

## Activities

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- Kick-off Meeting (Barcelona)
- International Forum and Final Conference (Barcelona)

# WORK PACKAGE 2: Building the PROMISE Pilot Program

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## OBJECTIVES

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gather reliable information and  
data to build a solid program

## Activities

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- Best Practices guidebook
- Needs assessment of basketball federations
- Building and validation of the Pilot Programme

# WORK PACKAGE 3: Programme Roll-Out

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## OBJECTIVES

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Increase the capacities of the Federations and their clubs in increasing women's inclusion, visibility & work on empowering girls and women at all levels.

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Raise awareness and challenge the gender stereotypes within basketball among different target groups.

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Increase transnational cooperation and knowledge exchange between all the PP countries involved

## Activities

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- Design MOOC learning platform
- Hackathon (Meeting of experts to exchange experiences in the world of women's basketball)
- International Campus for female athletes, coaches and referees in Aquitania (France)

# WORK PACKAGE 4: Evaluation & Long-Term Sustainability

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## OBJECTIVES

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Setting up a Monitoring & Evaluation system to evaluate the impact of the Program after 18 months of implementation

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Mainstreaming the Pilot program to European Basketball federations and clubs

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Evaluating the pilot program in terms of its contribution to gender equality & equity in the basketball federations and clubs involved in the program

## Activities

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- Design of the Monitoring and Evaluation strategy
- Policy Recommendations for increasing women's equality and equity in Basketball
- Building strategies for sustainability - workshops in six federations

## WORK PACKAGE 5: Communication, Dissemination & Awareness Raising for the Media

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### OBJECTIVES

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Ensuring effective external communication as means to achieving change and successful dissemination of project progress

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Raise awareness about the project and effectively highlight the benefits and value of the project results

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Change mindsets by sensitising local media on the multidimensional aspects of gender equality and equity

### Activities

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- Report compiling the communication & dissemination activities and items
- Communication and Dissemination Guidelines