



Basketball
Knowledge Transfer Network

Delivering a hybrid knowledge transfer network
model for basketball engagement and development

D5.2 – Web Tools

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1. Background: About the Basketball-KTN Project

Basketball-KTN aims to actively participate and engage young people in sports in general and actively engage in basketball by introducing a hybrid knowledge transfer tool that will be supported by digital means as well as by face-to-face interventions. The main aim of Basketball Knowledge Transfer Network (Basketball-KTN) is to create a variety of diverse connections to drive positive and consistent change. The consortium is committed to address the societal challenge of 'inclusivity' through basketball engagement, by promoting a healthy lifestyle for children under 18 years old. The project BASKETBALL-KTN focuses on the youth and their continuous and active involvement with Basketball. The overarching aim of the project is to provide equal opportunities through putting together small 'clusters' of twinned clubs and academies to exchange knowledge and experience. This will form the 'Communities of Practice' in Basketball, having as ambition to incorporate more countries and clubs on a Pan-European Level.

The program will be implemented through 4 main pillars of activities:

- Sustainable development of basketball
- Psychological support of young athletes and parents
- Promote and Engage
- Sustainability and legacy

2. Introduction

2.1. Purpose and Scope of the Document

The purpose of this document is to provide a comprehensive overview of the web tools used within the Basketball Knowledge Transfer Network (KTN) project. These digital platforms and online resources are essential for enhancing communication, collaboration, knowledge exchange, and the sharing of materials among project partners, stakeholders, and young participants across the five participating countries and beyond.

The document outlines the full range of web-based tools implemented throughout the project, including the project website, online repository, discussion forum, and official social media accounts (Instagram and Facebook). Together, these tools support project coordination, implementation, monitoring, and dissemination by enabling efficient interaction, resource sharing, and community engagement.

Each tool plays a specific role in strengthening the network:

- The **project website** acts as the central hub for accessing project information, updates, and resources.
- The **repository** facilitates collaborative work, file sharing, and joint document development.
- The **forum** provides space for discussion, feedback, and ongoing knowledge transfer among participants.
- The **social media channels** extend the project's visibility by sharing highlights, achievements, and events with the wider basketball community.

This document also clarifies the purpose, key features, and recommended use of each tool. It covers digital solutions designed to support:

- Communication and collaboration among project partners
- Online meetings, training sessions, and knowledge-transfer activities
- File sharing, storage, and project documentation
- Project management, monitoring, and reporting
- Data collection, evaluation, and analysis of activities
- Dissemination, outreach, and engagement with youth and stakeholders

Serving as a practical reference—not a technical manual—this document aims to ensure consistent and effective use of all web tools, support smooth project delivery, and enhance the visibility and impact of the Basketball KTN project.

3. Basketball-KTN Project Web Site

The Basketball KTN project website, accessible at <https://basketball-ktn.eu/>, serves as the primary platform for disseminating information and resources related to the project. It features an intuitive design that ensures easy navigation, allowing users to access essential details about project objectives, activities, and upcoming events. The site includes sections for news updates, project documentation, and links to collaborative resources.

3.1. Web site structure

Homepage provides essential information about Basketball KTN, introduces the name of the project, main goals and a brief overview (Photo 1, 2).

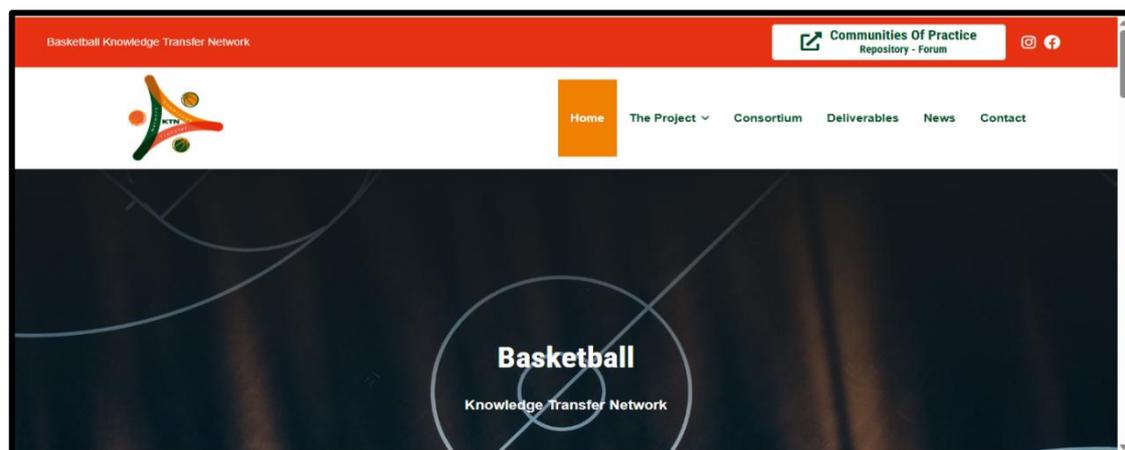


Photo 1 - Website Home Page

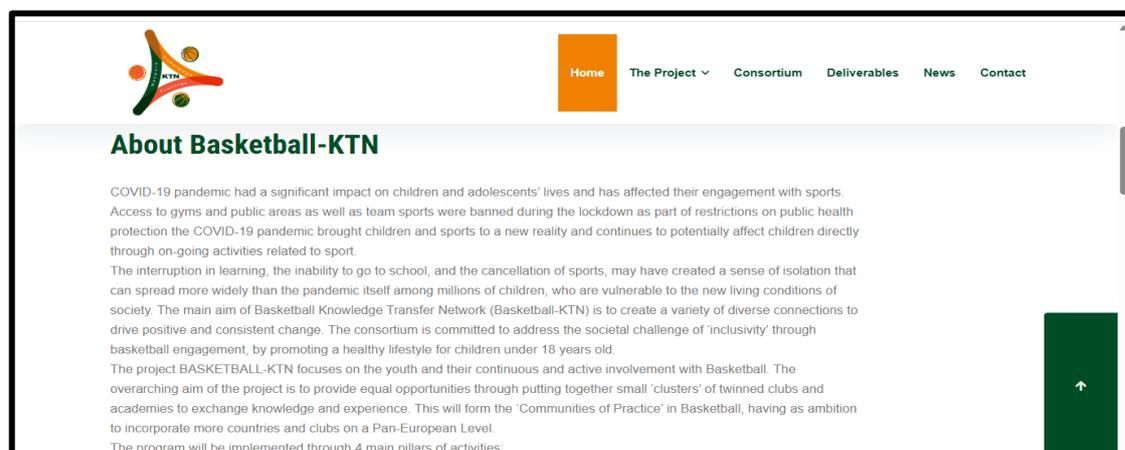


Photo 2 - "About" section

The Basketball KTN multimedia presentation provides a dynamic and engaging overview of the project’s key activities, highlights, and achievements. Created to summarize the core goals, milestones, and outcomes of the Basketball KTN initiative, the video clearly communicates its purpose and impact to a broad audience. It captures the essence of the project while emphasizing its relevance for young athletes, coaches, and stakeholders. The primary aim of the presentation is to deliver an accessible and visually compelling summary of the project’s results and significance (Photo 3).



Photo 3 - Basketball KTN multimedia

The **Project** page describes five main objectives, detailed work plan divided in five work packages and outcomes of the project (Photo 4, 5, 6).

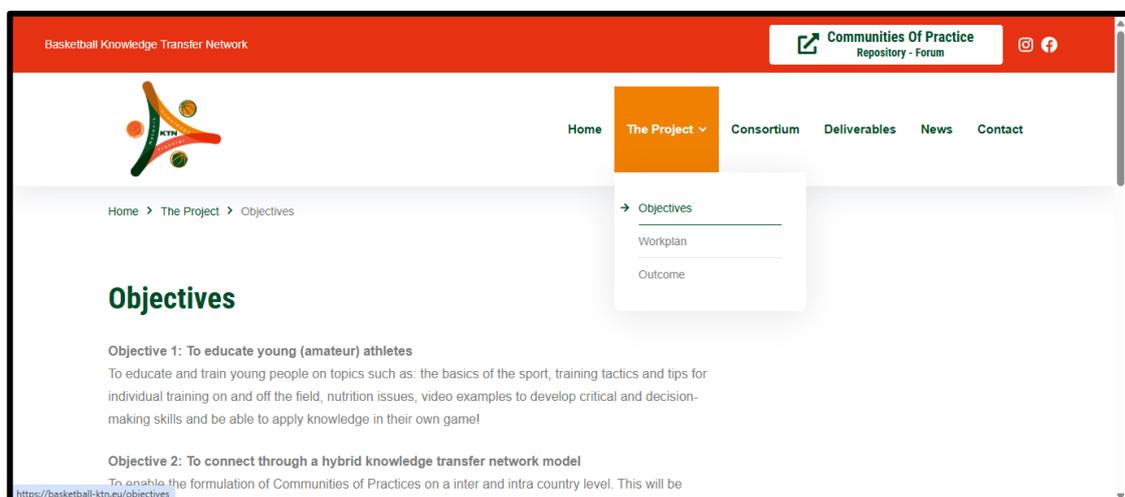


Photo 4 - The Project page - Objectives

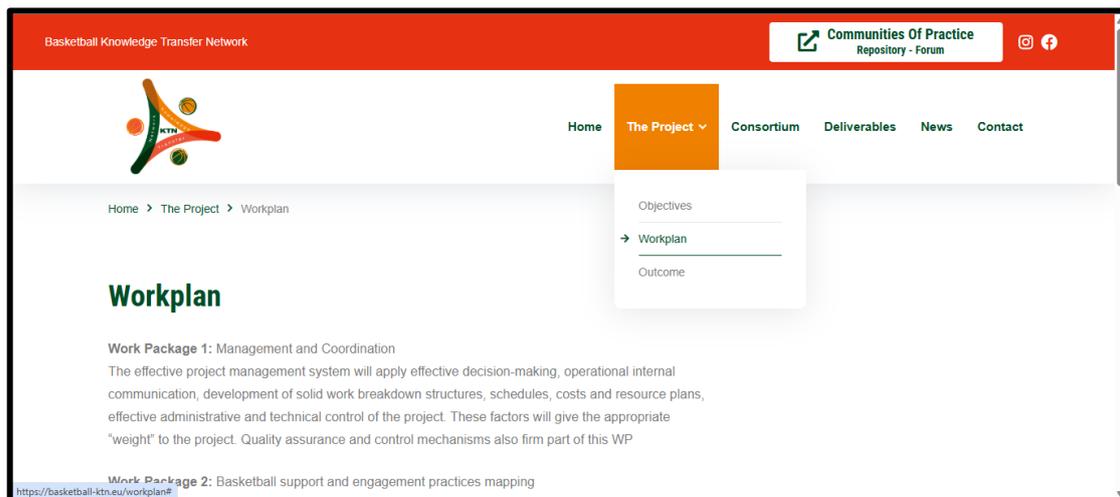


Photo 5 - The Project page – Workplan

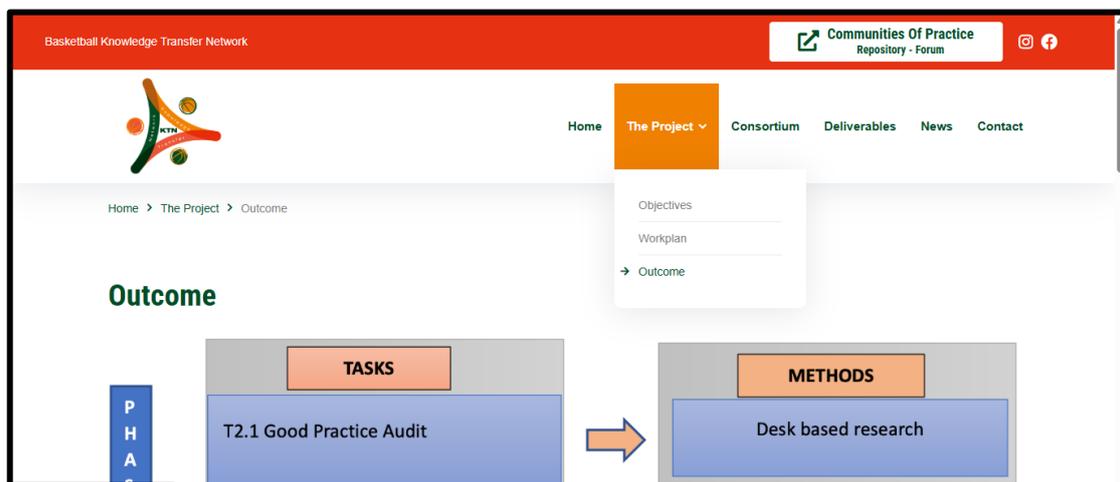


Photo 6 - The Project page - Outcome

Consortium page show the partners in project realization (Photo 7), their description, location, and their contribution and active participation.

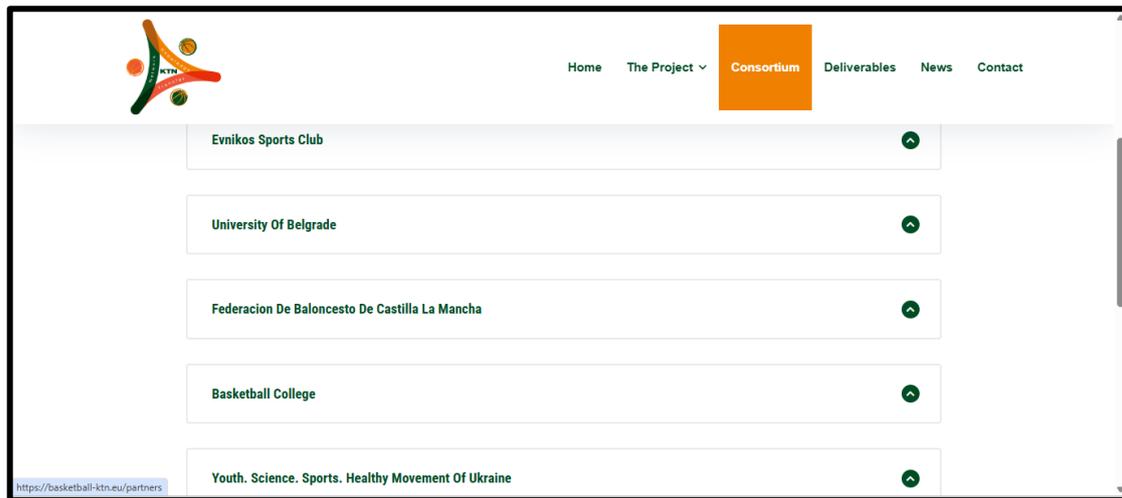


Photo 7 - Partners in the project realization

Deliverables page displays all documents that will be provided as the outcomes of the project (Photo 8). It includes five work packages, which are available for public access and download.

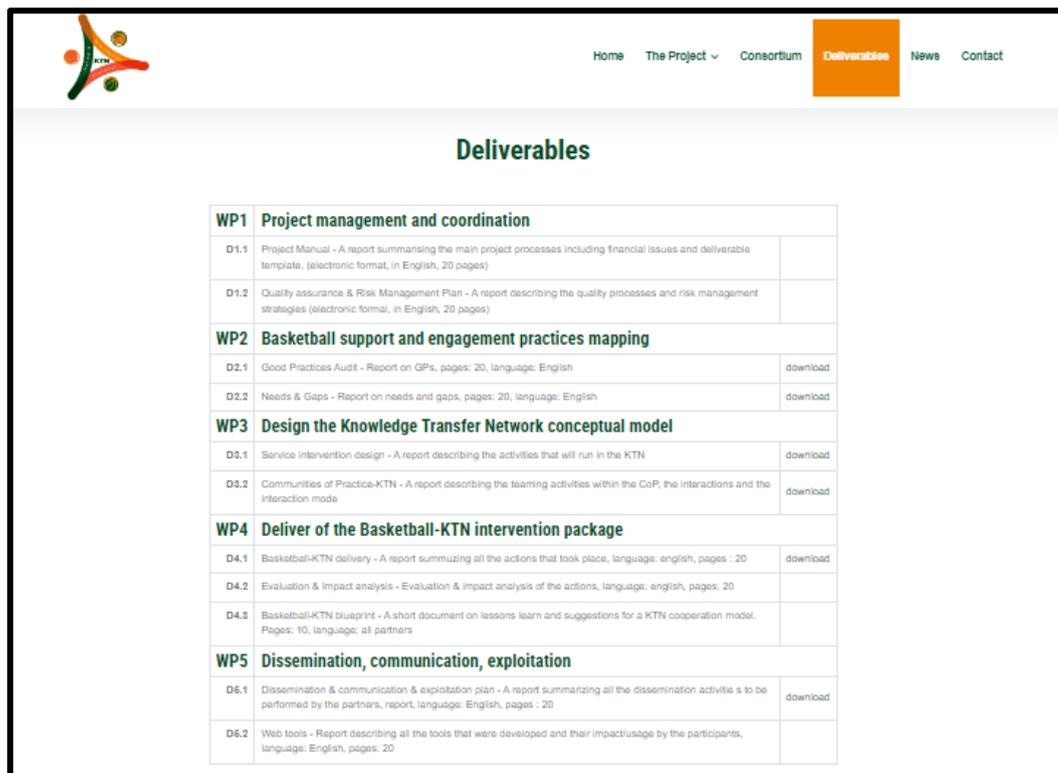


Photo 8 - Deliverables of the Project

News includes the latest updates, insightful analyses, and in-depth coverage of all basketball related topics. From player interviews to team news and expert commentary, this section brings the essential information for stakeholders to stay informed and engaged within basketball community (Photo 9).

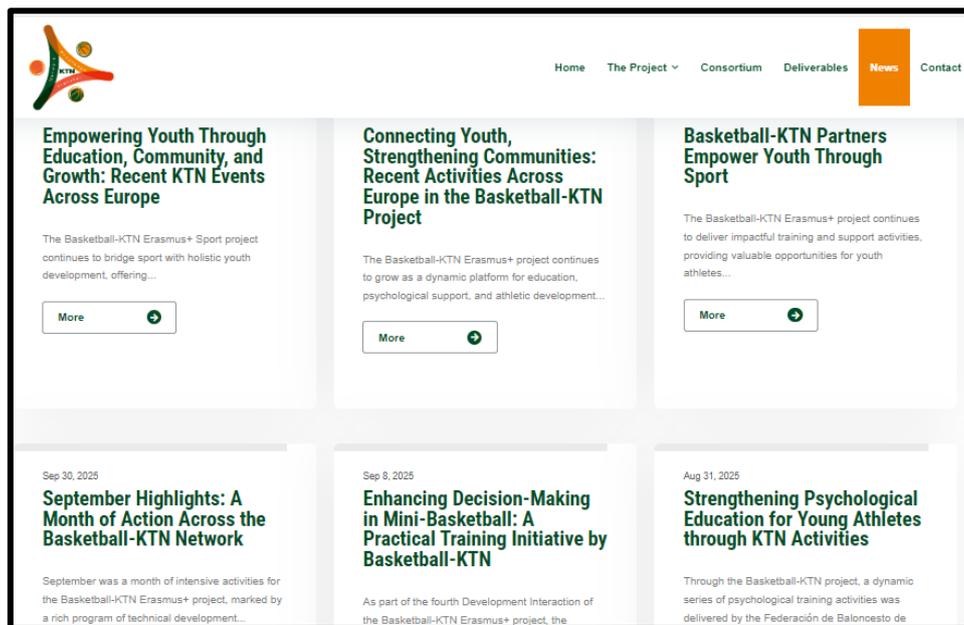


Photo 9 - News page

Contact page connects visitors with the Project team for inquiries. Additionally, it provides contact information and interactive elements, enabling users to engage with the project team and fellow participants (Photo 10).

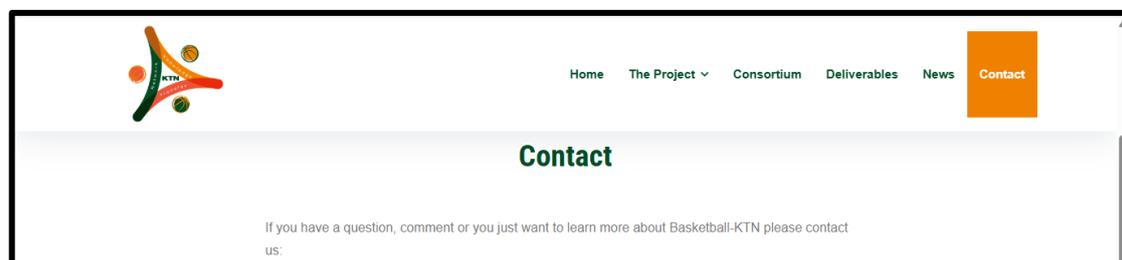


Photo 10 - Contact page

Communities of Practice (Repository – Forum) button leads to the implementation of the Basketball-KTN Online Repository and Discussion Forum (Photo 11, 12).

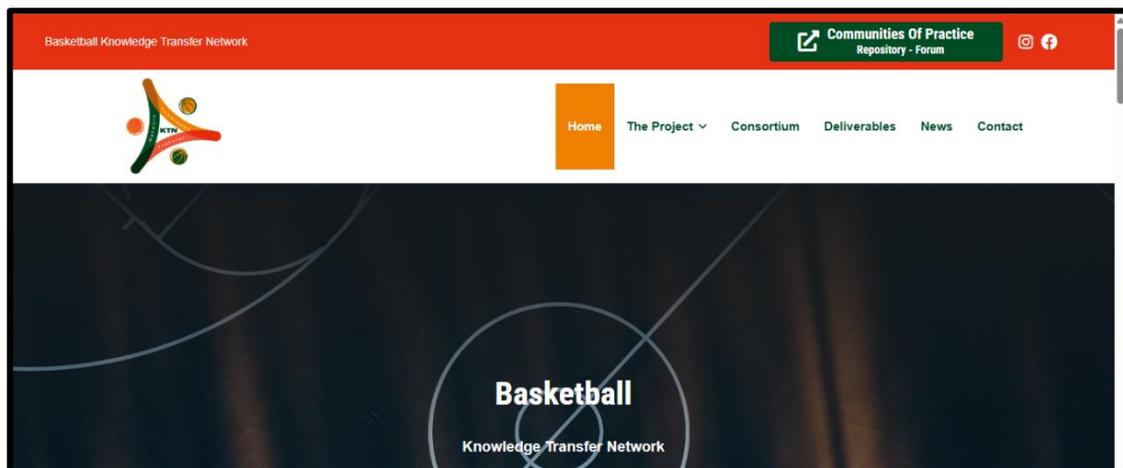


Photo 11 - Communities of Practice button

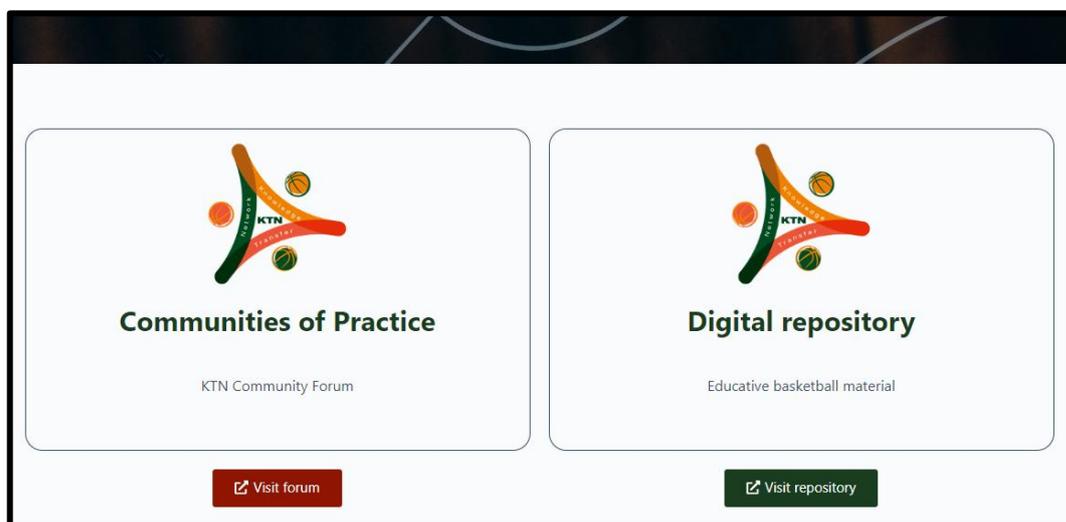


Photo 12 - Communities of Practice main page

3.2. Content

The website plays a crucial role in fostering transparency and promoting the project's mission to enhance basketball education and collaboration across participating institutions. The Basketball KTN website provides regular updates on project activities and results, serving as a central information and learning hub with resources for young players, coaches, and stakeholders, including partner information, news, events, and direct access to the online repository of educational materials such as articles, guides, and training videos supporting knowledge transfer in basketball. In addition, the website features an interactive forum that enables participants to exchange experiences, discuss key topics, and foster collaboration within the Basketball KTN community.

3.3. Update

The website is regularly updated to showcase ongoing project activities and events, including meetings, seminars, and dissemination actions. Key milestones—such as the launch of the online repository and major partner meetings—are clearly highlighted, ensuring that stakeholders and visitors stay informed about the latest project developments.

The project website functioned as the central digital gateway to all Basketball-KTN activities and tools.

It ensured unified access to the Community of Practice, the Digital Repository, the Discussion Forum, and dissemination materials for all partners and stakeholders.

4. Basketball-KTN Discussion Forum

Communities of Practice Forum (Photo 13) features a wide range of basketball-related topics, including basketball basics, training and skill development, nutrition and healthy lifestyle, ethics and values in sport, and psychological support and well-being, with daily discussions among members from various regions. This engaging platform allows participants to share experiences, insights, and passion for the sport, fostering a strong and supportive basketball-centered community. The forum enables stakeholders to stay closely connected with Basketball KTN through timely news, thematic discussions, and continuous interaction. It serves as a dedicated online space for basketball coaches, practitioners, and enthusiasts to collaborate and exchange practical knowledge on coaching methodologies, player development pathways, training design, and game-related strategies. Established as a Community of Practice (CoP), the forum promotes a structured knowledge-sharing environment tailored to both professionals and interested stakeholders in the basketball domain, with particular emphasis on youth development, skill acquisition, healthy lifestyle habits, ethical conduct, mental well-being, and injury prevention. The forum supports multilingual discussions, reflecting the diversity of its European user base. Overall, this setup positions the forum as a valuable resource for ongoing professional development in a sport that requires adaptive, holistic, and evidence-based approaches. By encouraging practical, scenario-based discussions across technical, physical, nutritional, psychological, and ethical dimensions, the forum strongly aligns with the project's objectives of community-driven knowledge transfer in basketball.

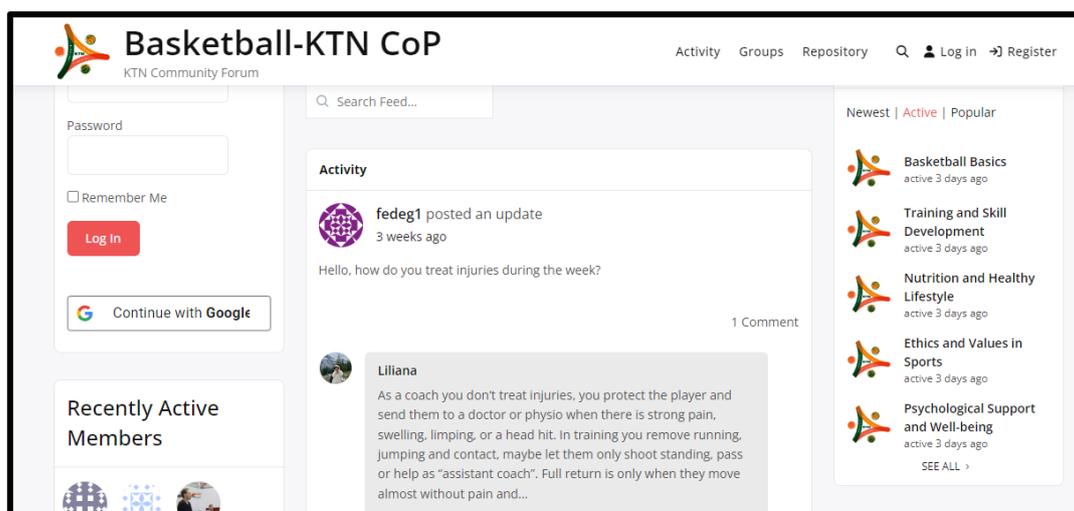


Photo 13 - Home page of the KTN Community Forum

The Discussion Forum served as a core interactive component of the Basketball-KTN digital ecosystem, enabling continuous exchange between coaches, club staff, experts, and partner organizations. It was designed to go beyond one-way information sharing and support active dialogue, reflection, and peer learning across countries and professional backgrounds.

During the project, the Forum engaged more than 800 registered members and hosted over 20 thematic discussion areas related to coaching practices, youth athlete development, psychological support, inclusion, club management, and community engagement. Participants used the Forum to share experiences from national activities, ask practical questions, and exchange solutions adapted to different local contexts.

The Forum supported both synchronous and asynchronous interaction, allowing members to contribute at their own pace and return to discussions when needed. This flexibility proved especially valuable for grassroots coaches and volunteers with limited time availability. Overall, the Discussion Forum strengthened the sense of a shared Community of Practice and contributed significantly to knowledge transfer, collaboration, and sustained engagement among Basketball-KTN stakeholders.

5. Basketball-KTN Digital Repository

The digital repository serves as a valuable resource, offering a wide range of basketball-related materials. Organized into five dedicated sections, it covers numerous topics—from basketball fundamentals, training tips, and exercises to nutrition guidance and psychological support resources—all readily available for use (Photo 14).

The repository's structure is intentionally simple and category-driven, facilitating easy access for users across Europe, with potential multilingual support inferred from the network's diverse membership. This setup makes it an ideal component for projects aimed at digitizing and disseminating sports coaching knowledge, enabling scalable storage and retrieval of assets that can inform training programs and educational initiatives.

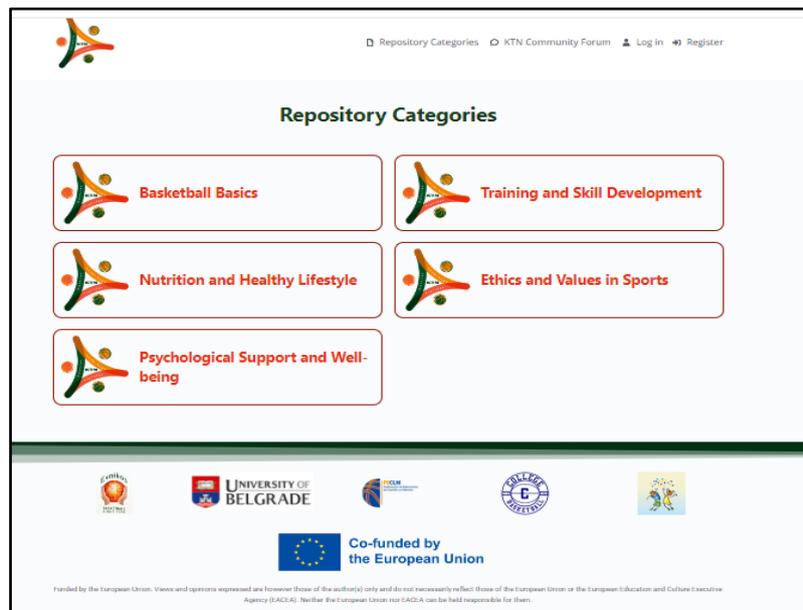


Photo 14 - Home page of the KTN Digital Repository

Organized into five distinct categories—Basketball Basics, Training and Skill Development, Nutrition and Healthy Lifestyle, Ethics and Values in Sports, and Psychological Support and Well-being—the repository adopts a blog-style layout with navigational links to each section, promoting intuitive browsing without overwhelming complexity. While specific content details are limited in public views (suggesting possible login requirements for full access), the categories indicate a focus on comprehensive resources such as training guides, nutritional plans, ethical case studies, and mental health protocols tailored to youth and amateur levels.

The Digital Repository functioned as the central knowledge hub of the Basketball-KTN project, providing structured and open access to educational resources developed and shared by project partners. It was designed to support coaches, club staff, parents, and other stakeholders by offering practical, reusable, and context-adaptable materials related to youth basketball development and well-being.

During the project implementation, the Repository hosted more than 300 items, including training plans, presentations, methodological guidelines, psychological support tools, and awareness materials. Content was organized by thematic categories, making it easy for users to locate relevant resources based on their needs and level of experience. This structure supported both formal learning and self-directed exploration.

The Repository was actively used alongside national training activities, allowing participants to prepare before sessions and revisit materials afterward. Its open and asynchronous nature enabled continuous learning beyond physical events and contributed to the sustainability of project outcomes. Overall, the Digital Repository played a key role in supporting knowledge transfer, capacity building, and long-term use of Basketball-KTN methodologies across different countries and club environments.

6. Social Media Tools

6.1. Platforms used

- Facebook - @Basketball KTN



Photo 15 - Facebook page

- Instagram - @basketball_ktn



Photo 16 - Instagram page

6.2. Social Media Update and Content

Social media content is published regularly through the Basketball-KTN Facebook (@Basketball KTN) and Instagram channels (@basketball_ktn) with the aim of increasing project visibility and sustaining active engagement within the European basketball community. Posts highlight key project activities and milestones, including transnational meetings, round-table discussions, and training and iteration events. Educational and promotional content—such as short videos, info-graphics, and event summaries—supports knowledge transfer, psychological support, sustainable

basketball development, and youth engagement, while partner spotlights strengthen pan-European cooperation.

6.3. Social Media Impact

Social media platforms play a central role in extending the reach and legacy of the Basketball-KTN project. By sharing accessible and engaging content, the project effectively connects coaches, clubs, federations, and young athletes across Europe, fostering dialogue and Communities of Practice. The consistent promotion of best practices, success stories, and project values encourages participation, supports inclusion and well-being, and reinforces the long-term impact of the Basketball Knowledge Transfer Network.

Both proposed objectives for follower growth were successfully reached:

- Facebook >1.800 followers
- Instagram >700 followers

Social media channels supported dissemination, engagement, and community visibility, while also contributing to the sustainability of the Basketball-KTN network beyond the formal duration of the project.

7. Conclusion

The web tools developed and implemented within the Basketball-KTN project have played a central role in achieving the project's objectives related to communication, knowledge transfer, engagement, and dissemination. The project website, Communities of Practice forum, digital repository, and social media channels together form a coherent and integrated digital ecosystem that supports collaboration among partners, coaches, young athletes, and stakeholders across Europe.

These tools have ensured transparent access to project information, facilitated the exchange of practical and evidence-based knowledge, and fostered active participation through structured discussions and shared resources. The forum and repository, in particular, have strengthened the Communities of Practice approach by enabling continuous learning across technical, educational, psychological, nutritional, and ethical dimensions of youth basketball.

In parallel, the strong social media presence has significantly enhanced the project's visibility, outreach, and long-term impact, successfully engaging a broad European audience and promoting the project's core values of inclusion, well-being, sustainability, and youth empowerment. Overall, the Basketball-KTN web tools provide a sustainable digital legacy that will continue to support collaboration, professional development, and community-driven knowledge transfer beyond the project's lifetime.

Overall, the digital tools developed within Basketball-KTN formed an integrated and sustainable ecosystem. Their structure and functionality allow easy replication and adaptation by other sports projects, organizations, or youth development initiatives, supporting long-term impact beyond the project lifetime.