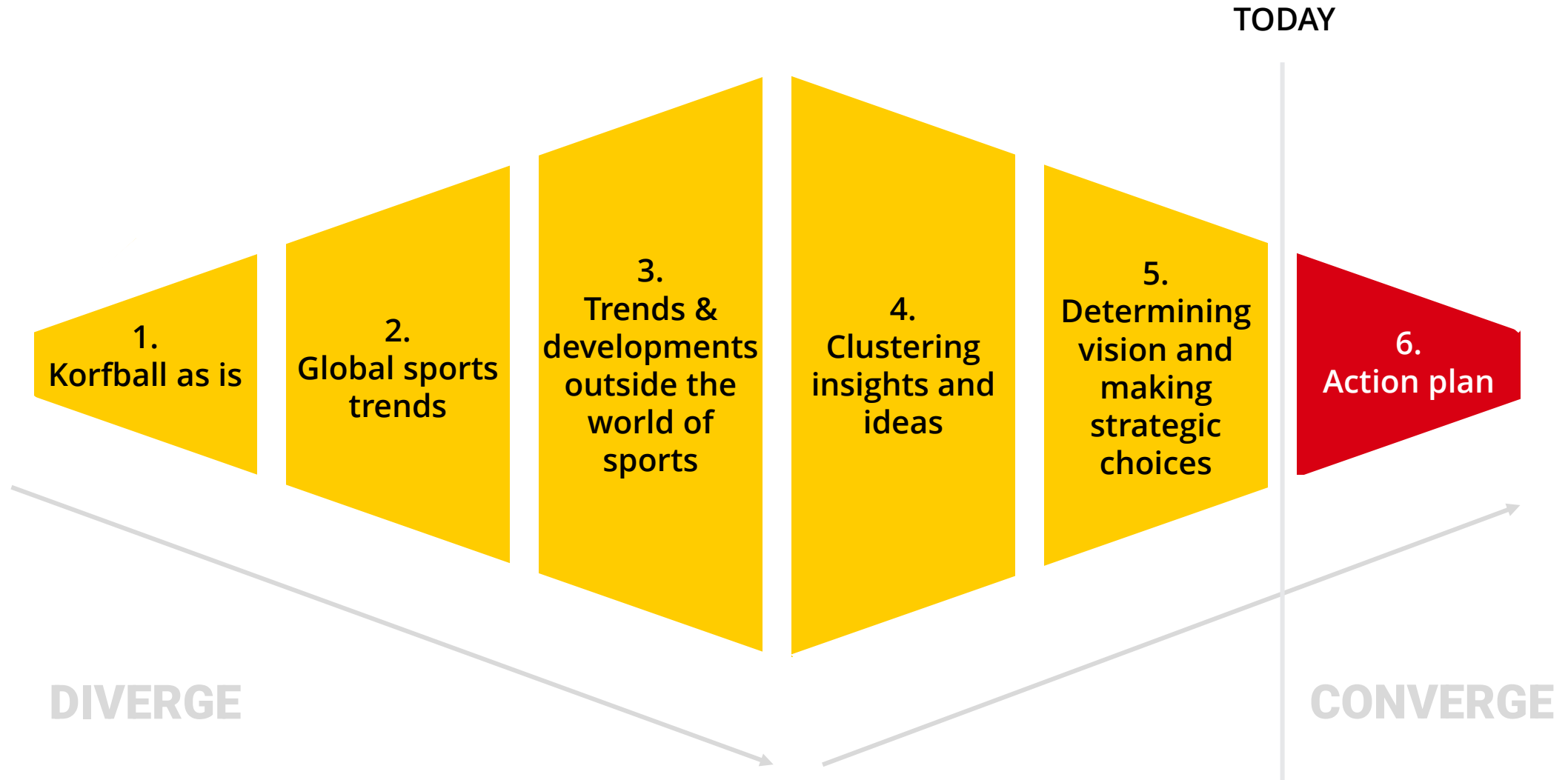


IKF Strategy 2032+

**INTERNATIONAL
KORFBALL
FEDERATION**



Project approach





18 Interviews with
IKF members from

13 countries

6 Global sessions

with **55** participants

from all **5** continents

>45 hours of inspiration,
ideation and discussion

IKF Strategic Partners





"Korfball has some unique values! But we should benefit more from them"

"Gender equality is one of the Global Development Goals and for a reason"

"New generations ask us to take a stand"

"Korfball is a true mixed gender sport"

"We should more proudly claim our unique values"



WHY

**Driving gender equality globally
through korfball; the true mixed
gender sports**



HOW

**Cooperation is key to our
success; both on and off the
pitch**

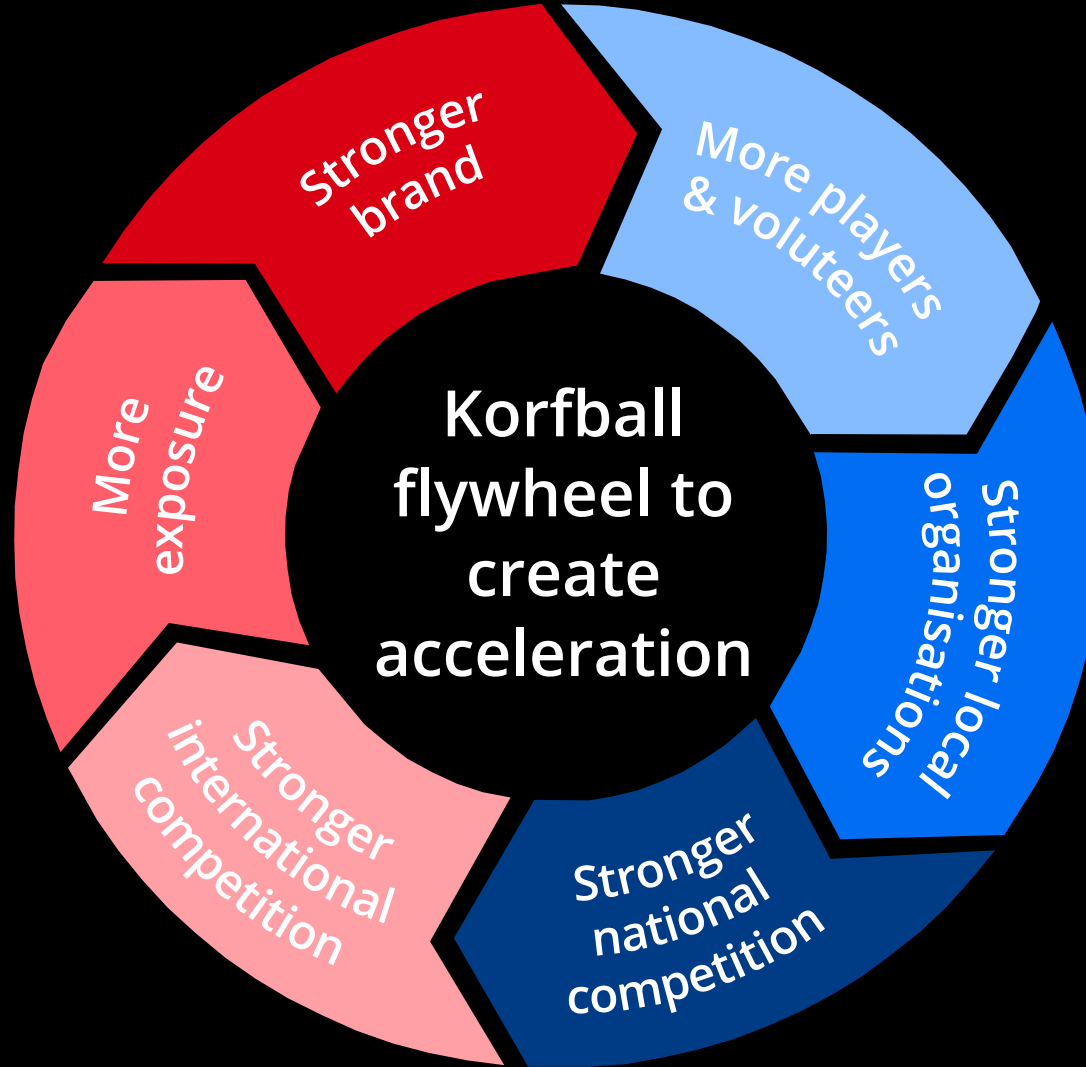


WHAT

**Create acceleration by
advocating the korfball sport
and its values and facilitating
local korfball organizations**

Role IKF #1

**Advocating
the korfball
sport and its
values**



Role IKF #2

**Facilitating
local korfball
organizations**



Advocating the korfball sport and its values

Four strategic choices

1. Professionalize our organization and build a strong ecosystem
2. Proudly claim and passionately promote the korfball value of gender equality
3. Further develop international events into true korfball experiences for players (of all levels), volunteers and local communities; across the three formats
4. Improve visibility of korfball and enlarge the fanbase (through broadcasting, (social) media and partnerships)



Facilitating local korfball organizations

Four strategic choices

5. Empower volunteers and local organizations by facilitating learning, developing templates and sharing best practices; all through a global digital community.
6. Arrange for local korfball materials globally
7. Develop and help implement a school program in which the values of gender equality are taught through korfball
8. Help invest – with knowledge, time and/or money – in korfball in countries and regions that have fertile grounds.



A man wearing a yellow and red cap with a black stripe and a small flag emblem is shouting with his mouth wide open. He has his fists raised in a celebratory gesture. The background is dark and out of focus.

Three basic principles in our strategy execution

Put on a 'green hat' in every decision-making process *to learn and do better every time*

Make smart hands-on usage of data and technology *to make lives easier and create lasting experiences*

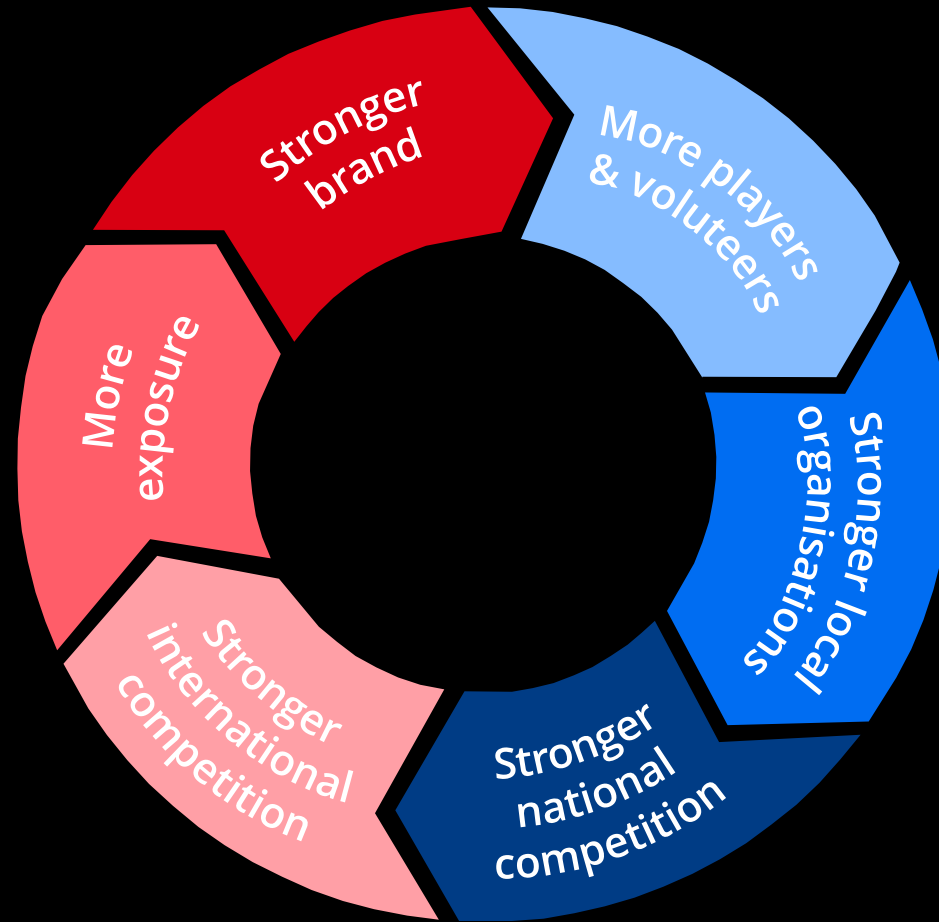
Engage our ecosystem *to access external knowledge, time and/or money*

Overall goals and objectives 2024-2032

Increase korfball brand awareness and brand values

Increase the number of registered korfball fans

Increase the number of teams active in international competitions



Increase the number of players worldwide

Increase the number and diversity of local volunteers

Increase the number of teams active in national competitions

IKF Strategy 2032+

**Better
together**

**INTERNATIONAL
KORFBALL
FEDERATION**



Which 3 strategic choices are most relevant for your local organization?

Advocating the korfball sport and its values

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Facilitating local korfball communities

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