

# AFRICAN LEADHERS MEET BAL4HER

## TEAMING UP

A Gender Equality Sports  
Mentorship Program

Young people are one of Africa's greatest assets. Africa has the youngest continent on the planet. By 2050, Africa's youth population (aged between 0 and 24 years old) will increase by nearly 50 percent, which can be an incredible opportunity for rapid social and economic transformation. According to the African Development Bank, 22 percent of Africa's working-age population are starting businesses. This is the highest entrepreneurship rate in the world.

Yet increasingly more investment in human capital is needed for this demographic potential to reap the development rewards it should do. Youth engagement is central to the achievement of the 2063 African Union Agenda and to Speak Up Africa's work to achieve gender equality and inclusion. Africa's young people are critical agents of change at the community, national and regional level.



## TEAMING UP FOR GENDER EQUALITY IN SPORTS

Sport supports equality since the same rules apply to everyone. Amidst issues of gender imbalance across society, Sport is a prime lever to accelerate gender equality as it confronts gender norms both on and off the field. Female participation in Sports challenges common stereotypes and social roles associated with women. In addition to a disproportion in participation in sports, very few women hold leadership positions in the office or on the court/field in the sports industry. These positions include head coaching, referee, operations, marketing, management and other disciplines found in the sports industry for which female representation is not equitable.

As part of Speak Up Africa's "African LeadHERs" movement and BAL's BAL4HER platform, both organizations will deliver the **"Teaming Up: African LeadHERs meet BAL4HER, a gender equality sports mentorship program"** where 6 young African female athletes and/or future sports industry leaders, from Senegal, Egypt and Rwanda, will engage in a mentorship program to advance gender equality and increase women's leadership and employability by strengthening their skills, knowledge and network by being matched with 6 female leaders in the sports industry.

## THE PARTICIPANTS WILL BE SELECTED BASED ON THE CRITERIA

- Be a woman aged between 18 to 30 years.
- Be a national of Senegal, Rwanda and Egypt.
- Have experience playing or a very high interest in working in the basketball or overall sports industry.
- Be fluent in English.
- Have a clear understanding of her motivation to be mentored.
- Demonstrate a commitment to the core principles of Speak Up Africa and BAL Leadership model and values.
- Submit a 2-minute video as part of their application to participate in the program to:
  - » Brief introduction (name, age, location, current job or activity).
  - » Share example of deep involvement in her community and commitment to advancing the status of women and girls in their country.
  - » Share her interest and desire to develop her career in sports and include the areas of interest.



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## MENTORSHIP PROGRAM

Teaming Up's mentorship approach will be to guide the Mentees into leading the relationship building and networking with their Mentors. Each Mentee will have the opportunity to visit their Mentor in their country and spend time with specific colleagues and other connections based on their development plan. Mentees will be given specific goals with the objective to develop key deliverables:



**Creation of Individual Development Plan**



**Development of schedule and budget for in-market Mentor experience**



**Updated resume and LinkedIn**



## THEMED ONLINE SESSIONS

Mentees will regroup monthly for 1h discussions on the below topics. These sessions will be facilitated by the SUA and BAL teams who will invite subject matter experts to speak on the topics. The Mentees will be provided with a worksheet with content prior to each module.



### ABOUT THE BASKETBALL AFRICAN LEAGUE

The Basketball Africa League (BAL), a partnership between the International Basketball Federation (FIBA) and the National Basketball Association (NBA), is a new professional league featuring 12 club teams from across Africa. The BAL builds on the foundation of club competitions FIBA has organized in Africa and marks the NBA's first collaboration to operate a league outside North America.



BAL4Her is the league's commitment to promote gender equality among fans and local stakeholders and to develop pipelines and recruitment opportunities for women to fully participate and be visible across BAL operations. Through BAL game-day assets, teams, and collaborative efforts with corporate and community partners, the BAL will provide financial support and bring awareness to organizations that drive the female agenda forward.

More information on [www.bal.nba.com](http://www.bal.nba.com) and [www.speakupafrika.org](http://www.speakupafrika.org)

**#Bal4HER x #AfricanLeadHERs**

### ABOUT SPEAK UP AFRICA

Headquartered in Dakar, Senegal, Speak Up Africa is a Policy and Advocacy Action Tank dedicated to catalyzing leadership, enabling policy change, and increasing awareness for sustainable development in Africa. Through our platforms and relationships and with the help of our partners, we ensure that policy makers meet implementers; that solutions are showcased and that every sector – from individual citizens and civil society groups to global donors and business leaders – contributes critically to the dialogue and strives to form the blueprints for concrete action for public health and sustainable development.

### AFRICANLEADHERS

African LeadHERs supports the inclusion of women and girls on public platforms and in leadership and aims to encourage women and girls, in all their diversity, to significantly participate in decision-making spaces for improved public health. Gender Equality is paramount to achieving every one of the seventeen Sustainable Development Goals and at Speak Up Africa, we are committed to transforming this belief into meaningful action and engagement. Through the African LeadHERs program, we partner with leaders from all sectors of society, including sports, fashion, culture and art to creatively work together to build a stronger, fairer and more inclusive world.



**SpeakUpAfrica.**