

**INTEGRATION OF THE BASKETBALL-KTN DIGITAL  
PLATFORM INTO THE TRAINING AND EDUCATIONAL  
PROCESS FOR YOUNG BASKETBALL PLAYERS**

Non-Governmental Organization YOUTH. SCIENCE. SPORTS.  
HEALTHY MOVEMENT OF UKRAINE

**Анотація.** В рамках проекту Європейського Союзу ERASMUS+ Sport «Створення гібридної моделі мережі передачі знань для просування та розвитку баскетболу / BASKETBALL-KTN» було проведено ряд заходів для юних-баскетболістів у Чернівецькій та Тернопільській областях. Публікація присвячена аналізу інтеграції цифрової платформи BASKETBALL-KTN для юних баскетболістів та інтеграції її у навчально-тренувальний процес. Проект в Україні реалізується громадською організацією «МОЛОДЬ. НАУКА. СПОРТ. ЗДОРОВИЙ РУХ УКРАЇНИ» та співфінансується Європейським Союзом. Метою дослідження було сприяти розвитку баскетболу серед юних баскетболістів шляхом проведення освітньо-тренувальних заходів і впровадження цифрової платформи. Під час заходів для юних-баскетболістів відбулось презентація платформи та знайомство з її основним функціоналом. Презентовані практики можуть стати основою для подальшого впровадження ініціатив у сфері фізкультурної освіти та розвитку баскетболу в Україні.

**Ключові слова:** баскетбол, платформа, інтеграція, юні баскетболісти, проект.

**Abstract.** As part of the European Union ERASMUS+ Sport project "Creating a hybrid model of a knowledge transfer network for the promotion and development of basketball / BASKETBALL-KTN," a series of events for young basketball players was held in the Chernivtsi and Ternopil regions. This publication is devoted to analyzing the integration of the BASKETBALL-KTN digital platform for young basketball players and its integration into the training and educational process. The project in Ukraine is implemented by the public organization "YOUTH. SCIENCE. SPORTS. HEALTHY MOVEMENT OF UKRAINE" and is co-financed by the European Union. The aim of the study was to promote the development of basketball among young basketball players by conducting educational and training events and introducing a digital platform. During the events for young basketball players, the platform was presented, and its main features were demonstrated. The practices presented can serve as a basis for the further implementation of

*initiatives in the field of physical education and the development of basketball in Ukraine.*

**Key words:** *basketball, platform, integration, young basketball players, project.*

**Relevance of the topic.** In today's world, physical activity and physical education are effective means of improving the level of social integration and psychological adaptation of schoolchildren, which has a positive effect not only on their physical health but also on their psychological well-being. Due to the state of war in Ukraine, it is essential to analyze strategies for promoting various sports, in particular basketball, and to find effective ways to encourage them, as this can be an effective tool for building teamwork among students from different regions, helping their social integration and psychological well-being [2].

As part of the European Union's Erasmus+ Sport project / Creating a hybrid model of knowledge transfer network to attract and develop basketball, innovative approaches to sports training have been introduced, including digital technologies and modern hybrid models in the training process. The main goal is to create diverse connections to encourage positive and sustainable change. The consortium of organizations implementing the project aims to promote physical and motor activity through basketball, promoting a healthy lifestyle for children under 18. The project focuses on young basketball players and their level of satisfaction when participating in regular basketball events. The project aims to develop an effective program that will be implemented in four primary areas of activity: sustainable development of basketball, psychological support for young athletes and parents, promotion and engagement, and sustainable development and legacy [1].

**The purpose of the study** was to promote the development of basketball among young basketball players by conducting educational and training events and introducing a digital platform.

**Research methods.** analysis and synthesis of scientific and methodological literature, Internet data, logical and theoretical analysis, synthesis and systematization methods, pedagogical diagnostic methods, conversations, communication.

**Research results.** The study involved engaging young basketball players in active sports activities as part of promoting the BASKETBALL-KTN platform at events.

This online basketball knowledge-sharing environment aims to promote inclusivity and encourage young basketball players to participate regularly. Its goal is to create communities of practice that bring together clubs and academies to share experiences,

develop sustainable approaches to training, provide psychological support to athletes, and promote healthy lifestyles among children and adolescents under the age of 18.

The platform's goals focus on teaching young athletes the basics of the sport, tactics, individual training, and nutrition, as well as developing critical thinking and decision-making skills. An important task is to create communities of practice at the inter- and intra-state level through a hybrid model of knowledge transfer network that ensures cooperation between European clubs and academies and interaction between young people. The project provides support to athletes, their families, and coaches in matters of physical, social, and psychological development, as well as actively engaging children and adolescents in basketball through social networks, volunteering, and recreational activities. In addition, the initiative aims to improve the operational models of clubs and academies, disseminate best practices, and increase the effectiveness of their work with young people [1].

The platform's work plan includes five work packages. The first covers project management and coordination through effective decision-making, internal communication, resource planning, and quality control. The second aims to support basketball and map best practices in academies by collecting data on educational, psychological, and organizational services, as well as identifying stakeholder needs. The third involves developing a conceptual model of a knowledge transfer network adapted to the specificities of the academies involved. The fourth package provides for the delivery of interventions and assessing their impact on participants. The fifth focuses on disseminating the project results among target communities and engaging stakeholders in evaluating and using best practices.

The platform is divided into two learning areas: the KTN Community Forum and the Digital Knowledge Centre Repository. These are further divided into categories: basketball fundamentals, skill training and development, ethics and values in sport, nutrition and healthy living, psychological support and well-being (Fig. 1). The KTN Community Forum provides an opportunity to communicate with international experts and project participants. The Digital Knowledge Centre Repository has an integrated online function where partners store educational materials about basketball found as a result of research, divided into categories accordingly.



*Figure 1. Main categories within the Basketball-KTN platform*

This platform was promoted at events held in Chernivtsi and Ternopil (Fig. 2). An essential component of these master classes was the integration of sports activities with educational processes, which contributes to the formation of team spirit, discipline, and social interaction among participants.

The master class in Chernivtsi began with speeches by scientific and pedagogical workers, coaches, and students. Warm-ups and relays with elements of basketball were conducted, and the importance of modern training approaches and the use of the latest technologies for developing specialists was emphasized. During the event, certificates were awarded to participants – student basketball players who had taken part in training sessions organized by European partners within the framework of the project for a month and a half [3].

The event in Ternopil was implemented as part of the memorandum of cooperation with the Creative Scientific Laboratory of Physical Education, Sports, and Olympic Education "SOKRAT". The grand opening of the event was attended by scientists and coaches, who emphasized the importance of introducing innovative approaches to training young athletes. During the event, modern methods of conducting relays for young basketball players were demonstrated, and a warm-up was organized with the participation of a player from the Ternopil basketball club, which helped to increase the dynamics and motivation of the participants. Students from the Faculty of Physical Education at Volodymyr Hnatyuk Ternopil National Pedagogical University took an active part in organizing the event, providing volunteer support [3].

Thanks to such initiatives, young basketball players had the opportunity not only to improve their physical fitness but also to develop the personal qualities necessary for successful adaptation in society.



*Figure 2. Events within the framework of the BASKETBALL-KTN project in Chernivtsi and Ternopil*

**Conclusions.** Thus, within the framework of a project funded by the European Union in Ukraine, the public organization “YOUTH. SCIENCE. SPORT. HEALTHY MOVEMENT OF UKRAINE” implemented a set of measures aimed at developing basketball among young athletes by integrating the “BASKETBALL-KTN” digital platform into the training and educational process. The implementation of the platform made it possible to create communities of practice for the exchange of experience between sports clubs, provide psychological support to athletes and their families, and promote team spirit and social integration among

children and adolescents. Analysis of the results showed that digital and hybrid approaches in sports training contribute to increasing motivation for regular basketball practice, developing the physical and socio-psychological competencies of young athletes, and actively engaging children in a healthy lifestyle. The practices developed can serve as a basis for further scaling up initiatives in the field of sports education and youth basketball development in Ukraine.

### **References.**

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