3X3 LEADERS
IMPACT REPORT

An impact report on the role, experiences and development of 3X3 Leaders as volunteers at the **3X3 Festival** and the FIBA 3x3 **World Tour** Masters & **Women's Series** Amsterdam 2026.

3X3 Unites | Amsterdam | 2026



To mark **10 years of 3X3 Unites**, the FIBA 3x3 World Tour Masters & Women's Series Amsterdam 2026 became more than an international basketball event. As part of the first **3X3 Festival** and for the second edition at the NDSM Wharf, the event brought together elite 3x3 basketball, the Rabo 3x3 Street League Finals, festival programming, partners, visitors and the wider 3X3 Unites community.

Within this setting, the **3X3 Leaders** played an important role in making the event possible and shaping the experience around it. Active across **15 crew domains** and guided by a team of 30 line managers, they supported the organisation before, during and after the event. This impact report focuses on their **experience as volunteers**: what they learned, how they contributed, and how helping at the event influenced their connection to 3X3 Unites, the community and their own development.

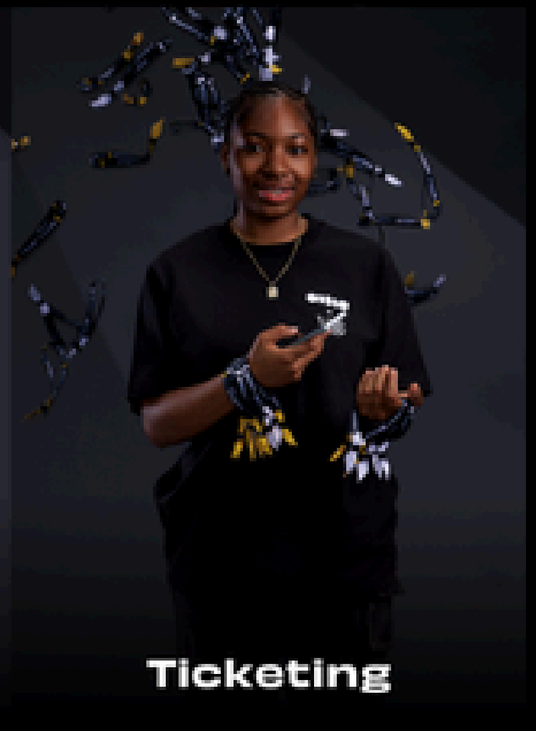












111 3X3 Leaders involved in the event.

Active across **15** crew domains.

76 male and **35** female 3X3 Leaders.

Average age of **19.90** years.

3X3 Leaders from **44** different cities.

THEORY OF ACTION

3X3 FESTIVAL, FIBA 3X3 WORLD TOUR MASTERS & WOMEN'S SERIES AMSTERDAM 2026

INPUT

PEOPLE

- 3X3 Leaders
- Employees & Experts
- Players & Participants
- Partners & Stakeholders
- Spectators
- (Digital) Community

FUNDING

- Public and private funding

OUR VALUES

- We THRIVE with our community
- It EMBRACES everyone
- The key is mutual TRUST in one another
- Combined with DEDICATION
- We create PERSPECTIVE
- So everyone can be a LEADER

ACTIVITIES

JOBS

- 3X3 Festival
- Access Management
- Accreditation
- Catering
- Hotel & Transport
- Leader Coordination
- Marcom
- Merchandise
- Mobility
- Side Events
- Street League
- Sustainability
- Ticketing
- Venue Logistics
- VIP Hospitality

INDICATORS

- Having fun
- Feeling proud
- Feeling welcomed and invited
- Feeling seen and acknowledged
- Feeling part of a community
- Being able to connect with others
- Improving communication skills
- Feeling motivated to be more active as a 3X3 Leader
- Feeling responsible for tasks or roles
- Learning and developing new skills
- Improving collaboration skills

SHORT-TERM OUTCOMES

- WELL-BEING: Share fun and positive experiences
- WELL-BEING: Feel safe on and off the court
- SOCIAL DEVELOPMENT: Increase a sense of belonging
- SOCIAL DEVELOPMENT: Experience increased positive social interactions
- PERSONAL DEVELOPMENT: Increase self-confidence and self-efficacy
- PERSONAL DEVELOPMENT: Act as a positive role model on and off the court
- PERSONAL DEVELOPMENT: Develop life skills

LONG-TERM OUTCOMES

UNITE & EMPOWER

SOCIAL CAPITAL: 3X3 Unites grows social capital uniting and empowering on and off the courts

CREATE & LEAD PERSPECTIVE

EDUCATION & EMPLOYABILITY: 3X3 Unites creates and leads perspective by empowered role models

IMPACT AMBITION

FROM THE STREETS TO THE TOP

Together we play, unite and empower youth to create perspective on and off the court

IMPACT MEASUREMENT

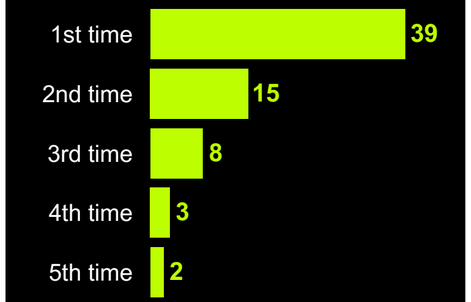
To measure impact, this report builds on 3X3 Unites' **Theory of Change**, which explains how input and activities are expected to lead to short-term outcomes, long-term outcomes and the overall impact ambition. For this event, the Theory of Change was translated into a specific **Theory of Action** for the 3X3 Leaders.

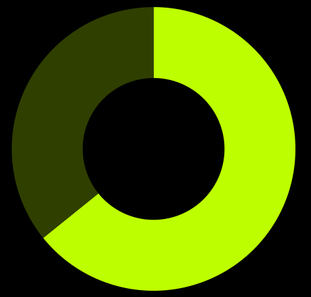
This Theory of Action links the 3X3 Leaders' roles during the 3X3 Festival and the FIBA 3x3 World Tour Masters & Women's Series Amsterdam 2026 to concrete **indicators**. These indicators formed the basis for a voluntary and anonymous questionnaire, focused on what 3X3 Leaders experienced, learned and contributed.

In total, **67 out of 111** 3X3 Leaders completed the impact questionnaire. Four main impact areas were identified: (**1**) future perspective, (**2**) social capital, (**3**) source of inspiration and (**4**) sense of pride.

67 out of **111** 3X3 Leaders

Average Age
19.87





64.2% Male
35.8% Female



FUTURE PERSPECTIVE



77.6%

of the 3X3 Leaders agreed or strongly agreed that they **learned or developed new skills** by helping at the FIBA 3x3 World Tour & Women's Series Amsterdam 2026.

97.0%

of the 3X3 Leaders agreed or strongly agreed that they **felt responsible for specific tasks or roles** by helping at the FIBA 3x3 World Tour & Women's Series Amsterdam 2026.

91.1%

of the 3X3 Leaders agreed or strongly agreed that they **learned to collaborate with people from different backgrounds (education, age, or culture)** by helping at the FIBA 3x3 World Tour & Women’s Series Amsterdam 2026.

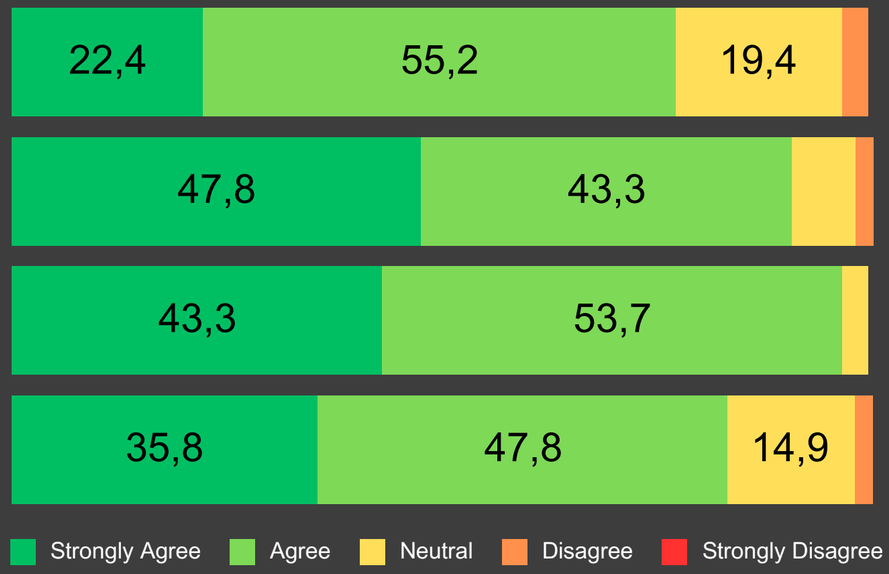
83.6%

of the 3X3 Leaders agreed or strongly agreed that they **gained more confidence** by helping at the FIBA 3x3 World Tour & Women’s Series Amsterdam 2026.



FUTURE PERSPECTIVE

By helping at the FIBA 3x3 World Tour & Women’s Series Amsterdam 2026 ...



... I learned or developed new skills.

... I learned to collaborate with people from different backgrounds [...].

... I felt responsible for specific tasks or roles.

... I gained more confidence.


SOCIAL
CAPITAL



89.6%

of the 3X3 Leaders agreed or strongly agreed that they **improved or developed their communication skills** during the FIBA 3x3 World Tour & Women's Series Amsterdam 2026.

98.5%

of the 3X3 Leaders agreed or strongly agreed that they **felt part of a community** during the FIBA 3x3 World Tour & Women's Series Amsterdam 2026.

89.5%

of the 3X3 Leaders agreed or strongly agreed that they **felt seen and acknowledged** during the FIBA 3x3 World Tour & Women’s Series Amsterdam 2026.

92.5%

of the 3X3 Leaders agreed or strongly agreed that they **made new friends** during the FIBA 3x3 World Tour & Women’s Series Amsterdam 2026.



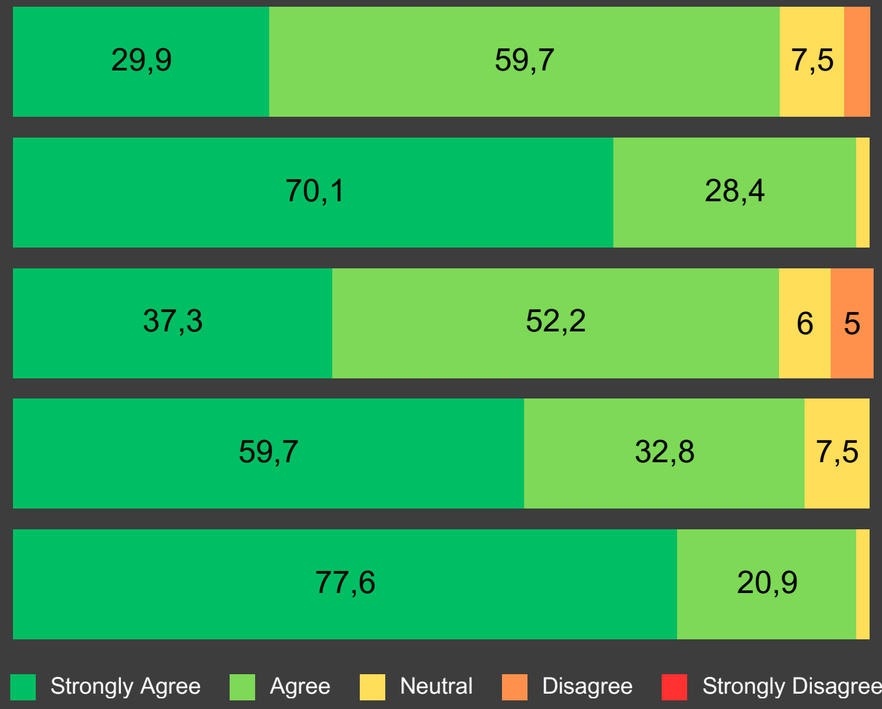
98.5%

of the 3X3 Leaders agreed or strongly agreed that they **had fun** during the FIBA 3x3 World Tour & Women's Series Amsterdam 2026.



SOCIAL CAPITAL

During the FIBA 3x3 World Tour & Women's Series Amsterdam 2026 ...



... I improved or developed my communication skills.

... I felt part of a community.

... I felt seen and acknowledged.

... I made new friends.

... I had fun.



SOURCE OF INSPIRATION

71.6%

of the 3X3 Leaders agreed or strongly agreed they **felt inspired** by the FIBA 3x3 World Tour & Women's Series Amsterdam 2026 **to play (more) basketball themselves**.

89.5%

of the 3X3 Leaders agreed or strongly agreed they **felt they could truly contribute** during the FIBA 3x3 World Tour & Women's Series Amsterdam 2026.





83.6%

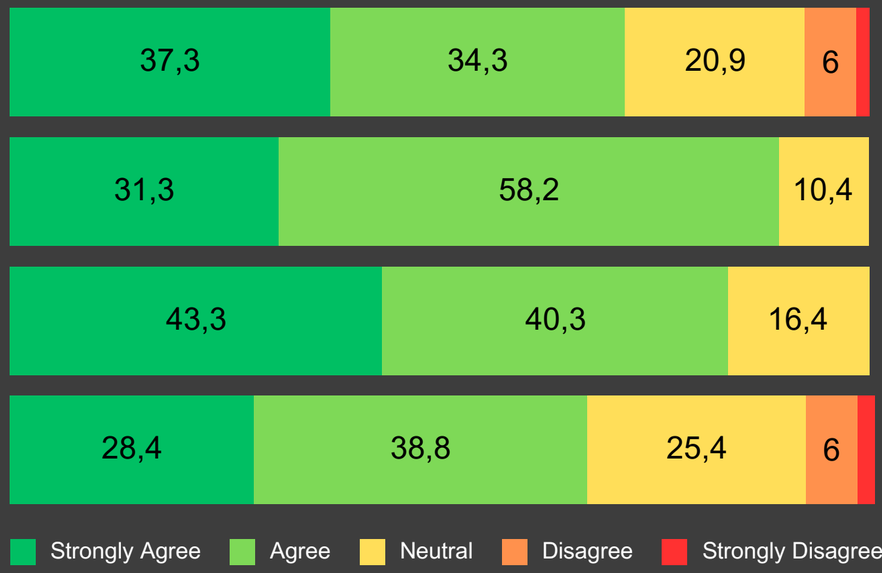
of the 3X3 Leaders agreed or strongly agreed they **feel motivated** by the FIBA 3x3 World Tour & Women's Series Amsterdam 2026 **to be more active as 3X3 Leaders**.

67.2%

of the 3X3 Leaders agreed or strongly agreed they **got new ideas for their future (work, study or sports)** through the FIBA 3x3 World Tour & Women's Series Amsterdam 2026.

SOURCE OF INSPIRATION

The FIBA 3x3 World Tour & Women's Series Amsterdam 2026 ...



... inspires me to play basketball (more) myself.

... gave me the feeling that I could truly contribute.

... motivates me to be more active as a 3X3 Leader.

... gave me new ideas for my future (work, study, or sports).


SENSE OF
PRIDE

95.5%

of the 3X3 Leaders agreed or strongly agreed that they **felt proud to be part of the FIBA 3x3 World Tour & Women’s Series Amsterdam 2026**.

94.0%

of the 3X3 Leaders agreed or strongly agreed that they **would gladly help again at a future edition** of the FIBA 3x3 World Tour & Women’s Series.

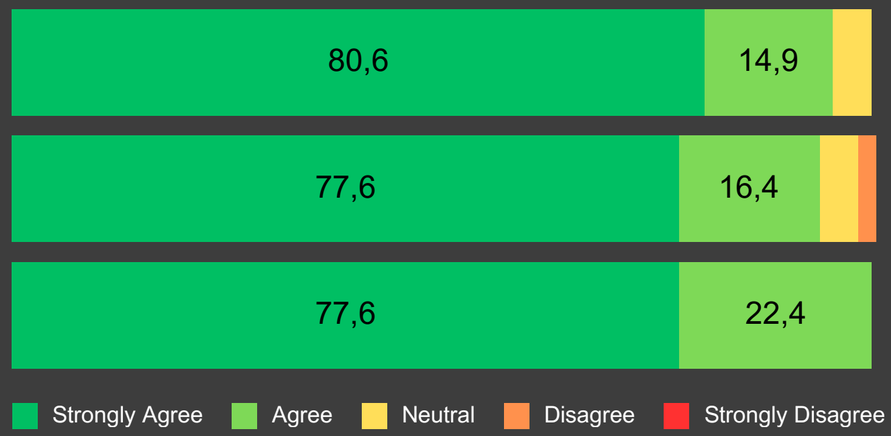




100.0%

of the 3X3 Leaders agreed or strongly agreed that they **feel proud to be part of 3X3 Unites as a 3X3 Leader**.

SENSE OF PRIDE



I am proud I was part of the [...] World Tour & Women's Series [...].

I would gladly help again at a future edition [...].

I am proud to be part of 3X3 Unites as a 3X3 Leader.

MOST VALUABLE MOMENTS

What did you find most valuable about helping at the FIBA 3x3 World Tour & Women's Series Amsterdam 2026?

** Mentioned in **14 out of 54** responses.

Community, connection & networking*

"I met a lot of new people. The 3x3 community is really the nicest people."

"The amount of people I met and now have a bigger network."

"The connections that were made between all the volunteers, leaders etc, for example getting to know someone who lives across the country. You could really see the unity."



* Mentioned in **24 out of 54** responses.



"Even if you are part of a specific working group, you are helped by other groups and you also help other groups yourself. That is good teamwork."

"Everyone supported one another, and I had a fantastic time. The first day was a little challenging because of the weather, but because we were such a great team, we still had a lot of fun together"

"Working together with all of the leaders in the Netherlands."

Teamwork & unity among 3X3 Leaders**

** *Mentioned in **14 out of 54** responses.*

Personal growth, confidence & learning*

"Making new connections and staying connected, getting out of my comfort zone, trying new things."

"The first time, I did not dare to approach people, but after that I became more and more confident."

"I learned how to stay myself around alot of diffrent people and become more confident as a person."



"Helping people and seeing kids enjoy themselves."

"That people could come to me for help."

"I found it important to help people while also having fun."

"I found it most valuable that I was able to contribute to the smooth running of the event through Access Management [...]."



Helping others & contributing to the event**

* *Mentioned in **9 out of 54** responses.*

Fun, vibe & overall event experience*

"I really liked the entire vibe of the event. It was fun engaging with the attendees and encouraging them to join in fun activities and games. And ofcourse the finals was super fun to watch."

"The fact that you contribute to something while also having a really great time."

"Connections, community, vibe."



** Mentioned in **17 out of 54** responses.*

*** Mentioned in **7 out of 54** responses.*



"I feel that the most valuable part for me while helping in the World Tour was seeing how good players are and that there's really levels to this stuff. It really motivates me to work harder in basketball."

"I liked that I was part of such a vibrant urban festival with somany different things to do, see and participate in [...]"

"Meeting great people, being part of such a big event, and seeing everything behind the scenes."

Basketball inspiration & event experience**

3X3 Unites

Impact Report
July 2026



Team Impact

Job Overgaag
Emilija Đorđević
Roxanna van Erp
Kaija Ruck

Contact

Keienbergweg 93
1101 GE Amsterdam
info@3x3unites.com
www.3x3unites.com

Photography

Cherine Benjmil
Maarten Groot
Rutger Geerling
Bas de Leeuw
Alex Feesten