



# USING MAJOR SPORTS EVENTS TO FURTHER LGBTIQ+ EQUALITY

## A practice toolkit

Produced as part of the  
*Narrowing the Margins project*

With the support of the  
Erasmus+ Programme  
of the European Union



# OVERVIEW OF NARROWING THE MARGINS PROJECT

Narrowing the Margins (NTM) was a challenging and innovative multilateral European project designed to reach lesbian, gay, bisexual, trans\*, intersex and queer (LGBTIQ+) people who experience multiple levels of discrimination and marginalisation to increase their participation in voluntary sport activities and their engagement with sport and physical activity. The project aimed to reach those who are so far into the margins of sport as a result of being LGBTIQ+ and / or additional exclusions (e.g. disability, age, ethnicity, refugee status, social class or levels of poverty and income), such that their equal access to physical activity or sporting opportunities is problematic.

The objectives of the project sought to:

- use the opportunities and inspiration of major sporting competitions as a means of engaging communities
- use non-formal and community engagement methods as a way to engage and activate participants
- embed sport into the work of partners and improve participation
- work at the confluence of sport, community work and equality

The project was a Small Collaborative Partnership in the field of sport, funded through the Erasmus+ programme of the European Union.

There were five partners in the NTM project, bringing a diversity of experience and expertise.

- **LEAP Sports Scotland**, Glasgow, Scotland, UK (Project Coordinator)
- **Bilitis Resource Center Foundation**, Sofia, Bulgaria
- **Seitenwechsel Sportverein für FrauenLesbenTrans\*Inter\* und Mädchen**, Berlin, Germany
- **Sapliq o.z.**, Košice, Slovakia
- **Paris 2018**, Paris, France



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# OVERVIEW OF ACTIVATIONS

In this project, each partner has led an activation in their own geographic area. We have used the term 'activation' deliberately as a way of describing the point of engagement between the sports event or local agenda and the chosen methodology. Activations therefore could be one activity or multiple activities.

The premise of the project was also that it would take place in conjunction with major sports events occurring in those geographic areas. For some, there was direct engagement whilst for others the sports event acted as the catalyst or backdrop. We have also deliberately designed there to be 5 different approaches with differences in model, scale and / or context in order that we have a point of comparison. A summary of these was as follows:

ORGANISATION	AREA	MAJOR SPORT EVENT	MODEL OF ACTIVATION
Paris 2018	Paris, France	Gay Games 10	The 10th edition of the mega sports event, Gay Games
Seitenwechsel Sportverein für FrauenLesbenTrans* Inter* und Mädchen	Berlin, Germany	Men's Waterpolo World Cup 2018	Development of an established annual sports event
LEAP Sports	Glasgow, Scotland, UK	European Championships 2018	A large scale community engagement activity using the Pride House model
Bilitis Resource Center Foundation	Sofia, Bulgaria	World Volleyball Championships 2018	Development of an emerging annual sports event
Sapliq	Bratislava, Slovakia	World Ice Hockey Championships 2019	A small scale community engagement activity using the Pride House model

Each partner has provided a Case Study based on its own activation with descriptions, accomplishments, statistics, lessons learned and recommendations. In addition there is some national and local context information as well as expertise shared from the partner's wider experience too.



# OVERALL CONCLUSIONS, LEARNING AND RECOMMENDATIONS FROM NTM PROJECT

Each of the activations were able to celebrate being successful and this has made the project very successful overall. Success looked different within each of the activations and this is explored in much more detail within the case studies.

The range of resource available across the partners was enormous from less than €1,000 through to almost €5million. This makes any direct comparison in outcome terms impossible, however much of the lessons learned and findings from the approach taken can be compared. This section draws together some of the thematic learning which activations have in common.

***If you can remember one thing about this toolkit and our experience in working in LGBTIQ+ issues in sport then it is this. There is no need to reinvent the wheel as there are so many different and great examples of community organising and sports event activations (including these). There are however thousands of varieties of wheels and even when adopting some of these great pieces of learning, future activations will always have their own unique context, purpose and objectives. A successful activation will recognise and embrace both of these points.***

## CONDITIONS THAT MADE ACTIVATIONS SUCCESSFUL

- Each of the partners have strong connections to their local LGBTIQ+ communities with some also having strong connections to local community sports groups too. This ensured a good community buy-in to the activations with a good mix between those involved in sport previously and those not involved in sport previously.
- In addition to those strong connections, the level of interest and support from our local LGBTIQ+ communities played a key role for successful implementation. For all partners this is a result of ongoing community organising work and the trust that the organisations have gained throughout the years.
- Existing community infrastructure was significant. The existence of LGBT sports clubs, gay bars and other equality organisations locally. Also it helped to know people behind those places and to have good working relationships with them.
- For some partners, good relations between them as the organiser and their sports sector locally was a significant condition that helped with success. Many of the sports event delivery teams were supported by local organisations and teams. This was especially true in mainstream sport for the UK, French and German partners.
- Each of the partners having previous experience in community and equality activations meant that their knowledge, understanding and experience could be transferred into this project and into each of the activations.

- Some partners felt that being able to gain some support from sponsors was really helpful and this was reported in small ways with small funds or in-kind support as well as in much larger ways with sponsorship arrangements.
- All partners had some level of connections around Europe (and beyond) to help with promotion of activations. Gay Games and Pride House are both existing structures and 'brands' that brought focus to those particular activations.
- Contacts with Local, Regional, National Government structures was a big help to the organisation of some activations.
- Partners reported that internal motivation and collaboration and the spirit to 'get it done' was a key condition for success.
- You won't always get everything right, especially the first time you do something. But it's important to listen to feedback, to learn and to improve in the future.
- Involving different partners with different competences means that those who are expert in certain areas can manage those (e.g. sports provision, media, policy).
- Working at the confluence of sport, leisure, culture and fun builds attractive offers that encourage bigger engagement. This was particularly true in the larger activations.

## THINGS WE WOULD DO DIFFERENTLY IN THE FUTURE

- For events that take place in public spaces, we should be aware that more resources (people) might be needed to handle the people who arrive to the events and we should be prepared for activations to be even more successful than we had planned.
- Don't forget the commonalities between community members and ensure there is plenty of time in an activation for networking. This might mean incorporating 'Meet and Greet' and/or a Get Together party after tournaments and events so that people can meet.

- Some activations found that branded merchandise such as pin badges, medals and cups are surprisingly popular items good for both engagement and dissemination and these can be built into future activations, especially the awareness raising focused ones
- There is more scope to encourage international mobility to attend such events nationally on an individual level, club level and project level. We should leverage contacts with other foreign clubs and organisations to increase participation from abroad.
- For every single activation, promotion was a key feature. Some of the activations felt they should invest more in promotion, possibly even hiring a person to spread information.
- Communities could be more engaged around different stages of the project. For example, we could open up the planning to more people including engaging our volunteers expertise at an earlier stage.
- For activations that include programmes then ensuring that they avoid being disproportionately 'event' heavy and making sure that some less busy time is built into the programme.
- When using the Pride House model, many people drop in to just watch sports on TV and we should ensure that plenty of these opportunities are on the schedule.

## KEY LESSONS LEARNED FROM SPECIFIC ACTIVATIONS

- The boundary and lines between culture and sport are quite close. For many, a starting point of arts and culture with a pathway leading them from there to sport is quite a safe way to do it and really helpful for people who are disenfranchised from sport.
- Often LGBTI people are further from sport than from most other types of agendas that you might be organising so just getting over those initial barriers are a challenge.

- The issues around sport for LGBTI people can be quite nuanced and structural and many are turned off from sport without necessarily even having clearly considered why.
- Even 'small' activations or events need a dedicated lead coordinator.
- Venues should be confirmed early. Longer periods of promotion are possible if the main structure of activations are agreed.
- Almost all of the activations had more ambition than resources and although we see ambition as positive, capacity was stretched to a maximum within the delivery of the activations.
- If you are going to run a venue as part of your activation, try to identify venues that do not require major decorating or renovation.
- Marketing to regions outside the city where the activation takes place is challenging but necessary. We know that equality groups tend to exist as thematic communities and therefore seek out central locations rather than small local areas. This is most certainly true of LGBTIQ+ communities.
- To reduce the need to 'recreate the wheel' for each event, overarching or governing bodies such as Pride House International or Federation of Gay Games should consider mechanisms for supporting or managing the marketing and promotion of events outside the host city, region, or country.
- Remember that LGBTIQ+ is not a homogenous group and that efforts need to be made rights across the spectrum.

## **ADDITIONAL TOP TIPS FOR FUTURE ORGANISERS**

- Focus on the purpose and the stats rather than trying to promote the venue and the programme. Media are more likely to find a way to engage with this.
- Leverage sports events that are taking place at the same time and same place as your event.
- Involve community members as early as possible.
- Use a registration system with a clear deadline for registering.

- Organise accompanying social or community networking events alongside the tournaments.
- Offer something as a token or memory for the participants which helps dissemination.
- Link the major sports event with the LGBTIQ+ topic in the media – offer the media an article, an interview opportunity or a story.
- Reach out to some known pro-LGBTIQ+ sports personalities / teams who will be in your region to ask for supporting statements / visibility markers and so on.
- Also, reach out to wider LGBTIQ+ sports organisers / associations, many of them will be very glad to help or participate in some way.
- Small amounts of money paid to artists, contributors, consultants etc are a worthwhile investment as they ensure commitment, they ensure that you are not expecting skilled people to work for free.
- A successful activation can be organised with very limited resources if a proper time management plan and motivated volunteers are in place.
- Promote your activation as early as possible. Even with bare skeleton information, you can start promoting and raising awareness of your work.
- When you have a larger activation with multiple events, some individual events can be lost through sheer dilution. This needs to be someone's job, not someone's additional task.
- Ensure that all the partners/venues are available and that all practical details are planned for at the start of the project.
- Communicating with potential players well in advance aimed at knowing the number of participants is a great way of minimising the stress levels around organising a larger activation.
- The ideal is to have a dedicated organiser / coordinator for any activation that exceeds two or three simple events.
- Make sure you have a good mix of partners with varied expertise e.g. media/event and sports partners.
- Mixed offers are popular (e.g. activations involving social, sports, culture, arts, political elements).
- The sports events should be all levels and the levels should be well communicated. Also family and low key/fun events should be included.

## **INCLUSION OF MARGINALISED COMMUNITY MEMBERS**

We recommend having a deliberate and multifaceted strategy to ensure inclusion of those most marginalised. This was a particular focus for this project which was designed to narrow the margins. That particularly meant in the remit of this project: transgender (including non-binary) people, intersex people, people of colour and people with disabilities. The strategy should:

- 1 specifically target those communities and ensure that they know about the activation and feel welcomed to it;
- 2 have events which focus on aspects about those identities or individuals;
- 3 ensure that the needs of those communities are represented in all aspects of the programme. This could include exhibitions as well as events as well as invitations;
- 4 ensure that individuals from those communities have the opportunity to be involved at all stages of the activation including the planning;
- 5 clear accessibility guidance with any rules and limitations for participation in advance to show that the event is an inclusive space that welcomes people from different backgrounds and identities.

Special aspects of a sports event are the strong emphasis on body and gender (in sports, almost everything is two-sex), performance, showers, changing rooms, etc. Therefore a special sensitivity is needed to create an inclusive event for all genders and for (dis)abled bodies but as well for all ages and for people coming from different cultures.

Additional factors to consider include:

- taking the location into account with regards to economic factors as well as accessibility as we know that multiple exclusionary barriers can exist;
- consider how our own organised sport events can be branded as inclusive with extra effort needs around marginalised people;

- ensuring that opportunities to express needs are available within any sign-up or registration systems for activations;
- ensuring that sign-up and registration systems for sports categories enable participants to specify a non-binary gender and a disability classification;
- ensuring that sports event organisers work with participants on ensuring accessibility to those categories as appropriate.
- There should be good provision of all-gender facilities and these should be well signposted especially in a big venue.
- Programming family activities and more low level / fun activities allow less threatening and more inclusive engagement.
- Don't assume your efforts on creating safe spaces will automatically mean no incidents occur. Precautions should be made in case discrimination or violence is reported or people don't feel safe.

## **PROJECT LEARNING – OUR PROJECT EVALUATION ALSO CONTAINS LESSONS FOR FUTURE ORGANISERS**

- The project was well designed affording a lot of time for partners to plan and to implement the activations.
- Having partners who shared motivation around wanting to implement the activations and where the activations were designed around local pre-existing ambitions was a significant part of making the project a success.
- Recognising the different cultural and political contexts of activations was significant. Knowing that engagement with mainstream sports organisers is much more straightforward in Scotland than in Bulgaria for example.

## CASE STUDY 1

# LEAP SPORTS SCOTLAND, GLASGOW, SCOTLAND, UK

### CONTEXT

LEAP Sports is Scotland's LGBTI sports charity committed to breaking down the social, structural, institutional and individual barriers which prevent LGBTI people from participating in sports. LEAP believe sport, and all the benefits it brings, should be for everyone, and are dedicated to making a contribution to the ongoing worldwide movement to recognise and celebrate diversity in sport. LEAP work with individuals and communities, the sports sector, policy-makers and educators, and stakeholders from a variety of backgrounds. LEAP also operate as an umbrella for grassroots sports clubs who focus on LGBTI inclusion and participation and as of 2019, have 23 sports clubs and groups spanning 15 different sports, as well as outdoor activity groups.

We also work in policy and advocacy through chairing the National LGBTI Sports Group which brings together national sports organisations, Scottish Government and equality organisations within the sports sector to strategise on LGBTI equality in sport; and through delivering equality in sport training and advice to sports governing bodies.

LGBTI rights in Scotland are generally in line with the rest of the UK which have evolved extensively over time and are now regarded as some of the most progressive in Europe. In both 2015 and 2016, Scotland was recognised as the "best country in Europe for LGBTI legal equality". Research tells us that sport is one area where homophobia, biphobia and transphobia remains at its strongest though, with 79% of people in Scotland believing that there is a problem with homophobia in sports.

As of 2019, awareness of LGBTI issues in sport has improved and LGBTI representation in sport has continued to make progress; however barriers to participation and engagement for LGBTI people remain in Scotland. This is particularly true of trans, non-binary and intersex individuals, at competitive and non-competitive levels alike (Outsport, 2019).

### ACTIVATION

Pride House Glasgow 2018 was a comprehensive engagement and activation strategy for LGBTI people in Scotland, leading up to and during the multi-sport European Championships held in Glasgow in the summer of 2018. The mission of Pride House Glasgow 2018 was to make the European Championships the most LGBTI-inclusive games ever to take place in Scotland. Pride House Glasgow 2018 was created by LEAP Sports Scotland, had funding from Scottish Government and Glasgow City Council as well as Erasmus+ It was directed by a multi-organisational support team, and delivered by a huge range of partners and collaborators. The model was based upon the wider **Pride House** model. Pride House consisted of:

- 1 A main venue based in the heart of Glasgow city centre.
- 2 An LGBTI equality activation as part of the main public engagement space for the European Championships.
- 3 A programme of community sports events, arts and cultural events, and conference and learning events.
- 4 A series of engagement projects in Glasgow and around the country.

## The Context of Pride House Glasgow 2018

Having hosted the successful Pride House Glasgow projects alongside the Commonwealth Games in 2014 and the Homeless World Cup in 2016, LEAP Sports Scotland led an LGBTI community consultation prior to the 2018 European Championships in Glasgow to establish if a Pride House should take place again and if so, how it should look.

The consultation was done as 4 community discussions in Aberdeen, Ayr, Edinburgh and Glasgow as well as an online poll which an additional 96 people responded to. Key points of learning from the consultation were:

- There was a great affection for previous Pride Houses across the LGBTI community.
- A physical space as a place for engagement is important.
- It needs to be somewhere that can host events as well as showcase information.
- It should be welcoming and engage harder to reach LGBTI people, especially those with multiple and intersecting identities.
- LGBTI Scotland should be showcased, whilst LGBTI people of Europe and visitors from further afield should be welcomed, included and celebrated.
- Creative efforts should be made to include the Scottish LGBTI community from beyond Glasgow.

## Aims and Objectives

From the consultation, the project set out overarching aims to:

- engage LGBTI people with the European Championships
- engage harder to reach LGBTI people particularly those with intersecting identities
- showcase LGBTI life in Scotland

In order to achieve the aims, the project set objectives to:

- 1 be **uniting** through welcoming visitors from around Europe, and the worldwide LGBTI community to Scotland, as well as bringing together individuals, groups and communities. Central to this was the provision of a safe space for LGBTI people in which to engage with the games.
- 2 be **diverse** including voices and perspectives from the LGBTI community in Scotland, across Europe and beyond, and paying particular attention to intersectional identities. Central to this was the opportunity to give a voice and to represent LGBTI people who are the most marginalised.
- 3 be **inspiring** as it examined critical issues in LGBTI inclusion and discrimination in sports, whilst celebrating LGBTI communities and identities in Scotland, across Europe and beyond. Central to this was the recognition that there are still significant inequalities for LGBTI people.
- 4 support **longevity** taking messages of equality and human rights beyond its own walls, and promoting Scotland to the world's LGBTI community. This had a central premise of Scotland as a progressive leader within the worldwide community.

The aims and objectives were supported by key principles:

- The project was **co-produced** by LGBTI community members from across Glasgow and beyond.
- The project **collaborated** strongly with partners across all sectors including equality, human rights, wider third sector partners and others, in creating the space, the programme, and the outreach.
- The project used **existing strategic themes** to enhance its work, in particular collaborating with partners in Berlin, with the Year of Young People, and integrating with Festival 2018.



## Overview of achievements

- 3,600 people visited the main Pride House venue during the European Championships 2018.
- 6,000 people engaged with the concurrent Football v Homophobia activation on Glasgow Green.
- 71 Pride House events took place, 59 in Pride House, 12 using Pride House as a base.
- Most events on the programme were provided for free through the Festival programme and through partnerships with local organisations and businesses
- 34 different sports groups, clubs or associations were involved in the delivery of Pride House and its programme; this includes LGBT specific sports groups.
- 9 different art installations or exhibitions and 2 artists in residence formed part of Pride House, 2 of which have had subsequent Scottish wide tours.
- 27 dedicated volunteers were involved in the delivery of Pride House, many of whom worked as venue staff, and many others involved in planning, marketing, merchandising and other behind the scenes work.
- Over 1000 volunteer hours were spent on Pride House in total, with over 550 of those during the European Championships period.
- Visitors from 22 different countries signed the Pride House visitors book.
- There was a separate Year of Young People exhibition, as well as the new Pride House Legacy Quilt.
- One of the winners from the Scottish Commission for Learning Disability Awards 2018 Lewis Drummond, composed the first ever Pride House theme tune, 'A Proud Moment' whilst another winner Jonathan McKinstry painted a special Pride House podium piece which was exhibited.
- There were 32 sport and physical activity events took place. 19 events were opportunities to participate in sport or physical activity whilst 13 events were discussion or cultural events.
- 42 hours of European Championships sport was screened in the venue across the programme.
- Through specific information and discussion events, 240 people are more aware of LGBTI-phobia within sports.
- Over 40% of the Pride House programme was sport specific content.

## Outcome indicators

- There were 5 specific discussion and debate events which were focused on examining different aspects of intersectionality within sport.
- Harvey Dimond and Luke Simumba were our 2 artists in residence and their work focused on experiences of queer people of colour with visitors contributions
- In addition, 12 different partners were involved in delivering intersectional event and at least 20% of events had deliberate diverse or intersectional themes.

## Simplified planning timeline

<b>January – June 2017</b>	consultation
<b>July – December 2017</b>	planning and fundraising
<b>January – March 2018</b>	volunteer recruitment, programme development, cultural curation
<b>April 2018 – June 2018</b>	training, programme production, venue development, promotion
<b>July 2018</b>	receiving and preparing the venue
<b>August 2018</b>	activation/sports event, delivery of programme

The project had income of £35,000 plus enjoyed a further £5,000 in-kind support.

## Major sports event context

This was the first time that the European Championships had ever taken place. This new multi-sport event brought together the existing European Championships of some of the continent's leading sports every four years into one event. This inaugural edition of the event was held from 2nd – 12th August 2018 jointly by Glasgow and Berlin. Aquatics, cycling, golf, gymnastics, rowing and triathlon were held in Glasgow whilst athletics took place in Berlin.

This activation was wholly in sync with the sports event in line with the Pride House model generally. We engaged with the sports event organisers and sat on their equality and access group which allowed a 2-way to ensure that LGBTI equality issues were considered throughout the sports event, and also that the Pride House activation was an integral part of the sports event.

## Connecting to the Championships

Individual interviews pointed to the importance of Pride House as a component of the championships specifically, as well as wider sporting competitions of a similar nature, as well as being a vital community space in of itself.

*"I think it's just a really important space during a big event like the European Championships where queer people can just come and feel safe and looked after. Especially with the paradox of being queer and being into sports, because most queer people have had a pretty horrendous time at school doing sports."*

*"It's a perfect place to watch the cycling and just chill."*

Connecting the venue to wider engagement with LGBTI sports opportunities on the doorstep proved advantageous to those seeking opportunities for involvement upon their visit, as well as a part of a bigger paradigm of LGBTI community connection-making afforded to those more immediately inclined to seek out Pride House as an LGBTI community space.

The venue itself was also enjoyed as a safe and welcoming venue in which to watch the championships on the big screen, as well as in person when events took part on the doorstep of the venue.

*"I think there's such a need for advocacy in terms of LGBT inclusion in sport. I think having a space where people can come and congregate and see not just what LGBT and sport have to offer, but also the artwork that people have done, all the little workshops – just taking it to that next level where it's free for to participate for anyone who wants to as well."*

*"I like that there's just this kind of space where we can just come and hang out... so many queer & LGBT spaces are still clubs or alcohol-based venues."*

*"Thank you for being my first non-binary inclusive event. I felt very alone before this. It means the world."*

*"I've never really thought about why I wasn't interested in sport. And suddenly I'm not only thinking about that but I'm sitting here enjoying watching sport. An unexpected summer of learning".*



## Volunteer Comments

*"I've enjoyed the community aspect, working alongside people from the LGBTIQ+ community in Glasgow, Edinburgh, and further afield. I've enjoyed meeting people of Glasgow, talking to them and getting them in, talking to people out in the street and encouraging them to come in."*

*"It's really helped me to understand more of what the key issues in sport for our community actually are. Some of the speakers, especially the athletes were just incredible and really helped to raise awareness of the key issues and the inequalities".*



## Equality Journey

- 2001**  
The age of consent for gay and bisexual men is lowered to 16.
- 2002**  
Aberdeen holds the city's first LGBT Pride event at Duthie, attended by around 400 people.
- 2002**  
The Gender Recognition Act is passed, introducing legal recognition for trans people for the first time.
- 2004**  
The Gender Recognition Act is passed, introducing legal recognition for trans people for the first time.
- 2005**  
Same-sex Civil Partnerships are introduced in Scotland.
- 2011**  
Burr Davidson is elected to lead the Scottish Conservatives, the first openly gay political leader.
- 2013**  
Aberdeen celebrates 10 years of LGBT cultural festival.
- 2014**  
The LGBT flag is introduced in Aberdeen.
- 2014**  
The LGBT flag is introduced in Aberdeen.



## CASE STUDY 2

## BILITIS FOUNDATION,

## SOFIA, BULGARIA

### CONTEXT

Bilitis Resource Center Foundation began its activity as a self-support group of lesbians and bisexual women in 2004. Since its creation, Bilitis has been a champion for mobilizing the LGBTI people in Bulgaria and an advocate for LGBTI rights. Bilitis is the oldest LGBTI organization in the country. Its activity started as a self-support group of lesbians and bisexual women and gradually has included trans and intersex people in its leadership. Today, Bilitis advocates actively for eliminating all forms of discrimination and achieving full equality of LGBTI persons in Bulgaria.

For achieving its mission, Bilitis started series of community meetings and events, which focus on topics important to the LGBTI community and the feminist movement such as support groups for young LGBTI people - BraveLab, queer women - QueerFemme, trans and intersex people - T.I.A, among others. Furthermore, since 2005 Bilitis organizes the annual week-long **Sofia LGBTI Community Fest** which includes dozen of queer events such as art exhibitions, performances, workshops and many more. Bilitis is also co-founder and co-manager of the first LGBTI community center in Bulgaria - the **Rainbow Hub**, which operates since April 2018.

As part of Bilitis' advocacy work, the organization advocates for legal gender recognition, criminalization of unnecessary medical interventions on intersex children, introduction of anti-LGBTI hate crimes law and marriage equality. Bilitis participates in working groups and pushes for protection against domestic violence in LGBTI families and introduction of gender-based violence in the Penal code.

Moreover, throughout the years, Bilitis has conducted research on various topics such as the situation of Rainbow Families, LGBTI students and teachers, domestic and dating violence against LBT women, hate crimes, among others. Research findings and recommendations further Bilitis' advocacy work.

One of the key achievements of Bilitis is that the organization maintains a large group of volunteers who support the organization regularly, including professionals from different spheres of the community to provide part-time work on various project activities. Bilitis has been actively involved in the organization of **Sofia Pride** since 2009 and, within its framework in 2018, for the first time introduced the sport topic to the LGBTI community and its allies with **Sofia Pride Sports** - series of sports and well-being events as part of Sofia Pride Month.

In 2018, Bilitis introduced **Sofia Pride Sports** - sports festival which includes variety of sports and well-being events connected to sports as part of **Sofia Pride Month**. Sofia Pride Sports aims on addressing important for the LGBTI community topics through sports and introducing sports as part of the queer community life in Bulgaria in order to fight stigma and promote wellbeing.

The first edition of Sofia Pride Sports consisted of 6 sports events, including football tournament, workshops on voguing, bachata for couples, mobility, martial arts and self-defense, and the first Equality Run in Sofia. Following the successful first edition of Sofia Pride Sports, Bilitis continued with its sports initiatives and organized a marathon together with YES alumni Bulgaria program by US Department of State.

The colorful event gathered sports enthusiasts who ran 5 kilometers and for each kilometer were covered with rainbow color paint. The event was initiated by YES alumni as part of their program to fundraise for human rights organizations and to increase their visibility. All funds gathered at the event were dedicated for the activities of Bilitis Foundation.

## Local context

The local context for LGBTI sport in Bulgaria is really scarce. There are no openly LGBTI registered sport clubs. There are informal groups that get together and play sports but they are not registered nor do they belong to an organization. People get together to play but that is not openly organized as an LGBTI sport training.

Also there are groups of people that play a specific sport and that predominantly consist of gay players. However, they do not frame themselves as a LGBTI sport group and therefore do not advertise and develop their group as explicitly LGBTI.

There are no openly LGBTI professional players in any sport in Bulgaria. This also opens a gap for young LGBTI athletes who do not have any role models to relate to. Furthermore, there are no advocates for LGBTI rights and recognition within sport. There are anecdotal evidence that there are professional gay players in some sports but that is unofficial and moreover the players themselves hide that and deny that if asked as they are afraid that this will hurt their career.

## ACTIVATION

In May 2019, right before the highly anticipated Sofia Pride Month, we held the second edition of **Sofia Pride Sports** – the sports programme of Sofia Pride. All events within Sofia Pride Sports carry the invincible spirit so typical for the LGBTIQ+ people and their allies, as well as that strong and unbending faith in a better world, where Love proudly takes its place over differences. A total of 8 sports events took place.

- **Women's Tennis tournament** which was held on May 1st and became the first event part of the Sofia Pride Sports 2019 program.
- The **Holistic Health Seminar** was held on the 11th of May in the LGBTIQ+ community center Rainbow Hub, where our coach Miroslava shared a concept of what it actually means to be healthy beyond our well-known “physical envelope” and the “same old” principles of healthy eating and organic foods we all know about.
- On May 11th for a second year in a row, we gathered at the Easy Club for a **Bachata dance lesson**. Our instructors were once again the wonderful Stuni and Yoanna, who have many years of experience both in dance teaching and participating in major international competitions.
- Furthermore, on May 18th we organized a **Football Tournament** as part of Sofia Pride Sports 2019 program for 2nd year in a row. We had 5 women teams - 4 local ones and 1 international team with players from Scotland, Portugal, Hungary and Germany. We had an open call for players to join the Sofia Pride Sport event. This tournament was also the first Sofia Pride sporting event that attracted a business ally! Football Radar is the first company to openly support our cause for non-discrimination in sports. Our main success is that girls are now eager to participate in sport events and also to help into the organization. There were LBQ participants in the tournament, as well as heterosexual players.
- On May 29, for the first time we held a **mobility class**, led by the certified Gymnastic Bodies coach Tsvetelina Gigova, took place. Tsveti has many years of experience in academic rowing, yoga and handstand, and combines elements of yoga, gymnastics and ballet.
- On June 1, just a week before the 12th Sofia Pride, Si-dje Alex Boreva and Si-hing Konstantin Krastev introduced the principles of Chinese martial art Wing Tsjun/Chun/Tsun during the second edition of the **street self-defense workshop** within Sofia Pride Sport. According to legends, Wing Tsjun was created by a Shaolin Monastery nun with the main goal to overcome a stronger striker(s) in a close distance.



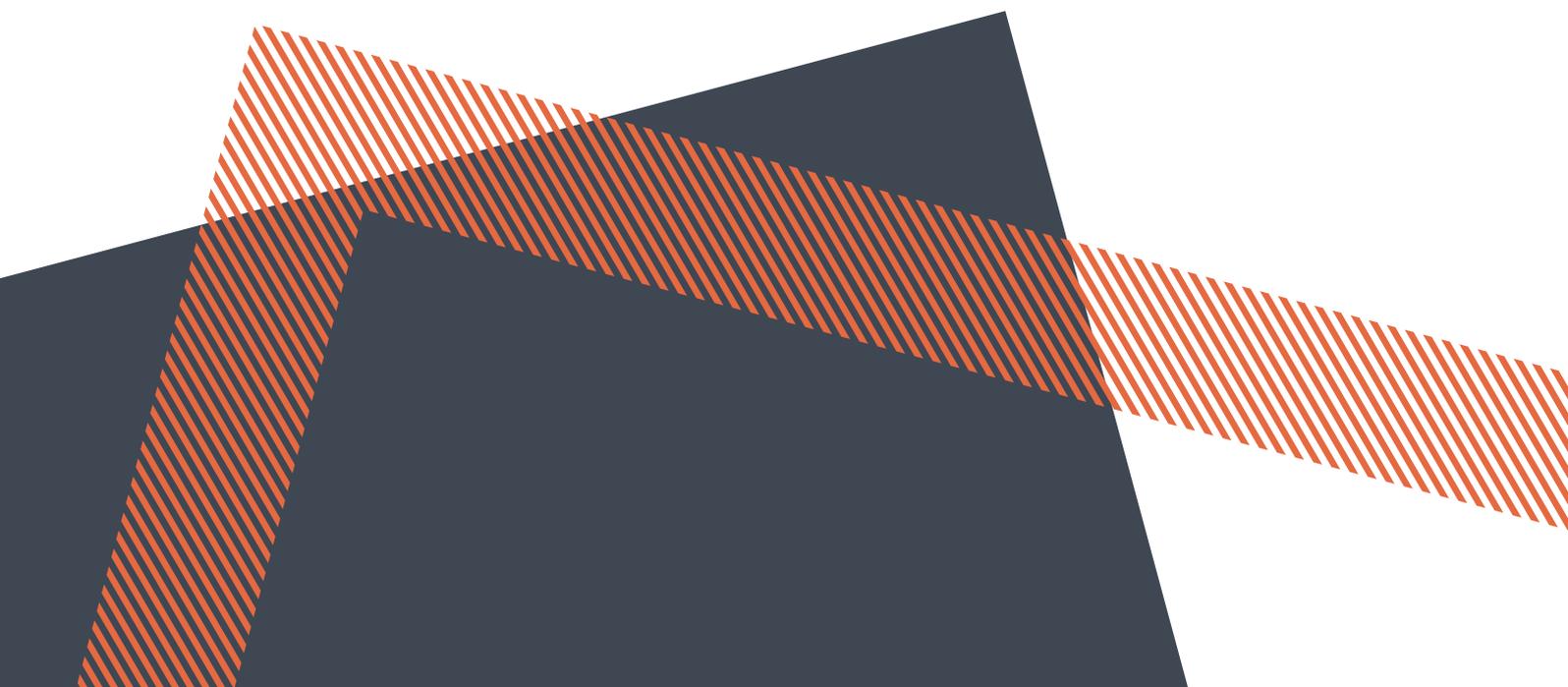
- For the second year in a row we brought together LGBTIQ+ people and their friends and allies to join efforts in **Equality Run V2.0**. Tied to one another by a wrist band, the running pairs had to do a 3-km-sprint relying both on their sport and team-player skills. The teams included people of different age groups, sexes, cultural backgrounds, social statuses, sexual orientations, and gender identities. There was an anonymous and free testing for HIV and Hepatitis B, held during the event.
- The last event of Sofia Pride Sports 2019 was **LGBTI volleyball tournament** and the event was a big success. For the purpose of the case study, we are showcasing the Volleyball Tournament and providing details about its organization and lessons learned.

## Profile of Sofia Pride Volleyball Tournament

As part of Sofia Pride Sports program in June 2019, the first LGBTI Volleyball Tournament on the Balkans took place. In terms of participation, we had a mixed teams scheme - 1 gay men team from Belgium called Antwerp Devils, 2 women teams from Sofia, 1 mixed Sofia Pride team, all of which have registered through our online form. The players in the last team were more than 12 so they took turns to participate in the game. We reached out to anyone who is willing to play volleyball as part of our LGBTI event.

A total of 4 teams participated in the mixed tournament - Athletic, Antwerp Devils, Dream Team and Sofia Pride Team, with more than 35 men and women from Bulgaria, Belgium, Portugal and Denmark. Special guest of the event and a player at Sofia Pride Team was Lars Henriksen, Chairperson of Copenhagen Pride and Political Liaison Officer at Copenhagen 2021 WorldPride and Eurogames. The atmosphere of the half-day event was amazing and the volleyball game itself was on a pretty good level. To fit the time the teams played with direct eliminations. After the exciting 4 elimination games, the grand finale was held between the male team of Antwerp Devils and the female Dream Team. The fight for the first place was severe with so many turnarounds and amazing saves that kept the spectators on their feet. Eventually, the guests from Belgium won the gold and became the first-ever winners of Sofia Pride Volleyball Tournament. Everyone was really happy and the award ceremony turned out to be quite a show. All participants received special gifts for their participation and enthusiasm and the winners from Antwerp Devils got the Tournament Cup and gold medals.

As a result of the tournament, we are proud and happy to share that now there are many LGBTI people who are willing to get together and play volleyball on a regular basis in Sofia. We are eager to support them.



## A simplified budget

ITEM	COST PER ITEM (EURO)	No. OF ITEMS	OVERALL COST (EURO)
<b>A. Human resources</b>			
Project coordination	200/month	1 month	200
<b>B. External personnel</b>			
Referee	12,5 / hour	4 hours	50
Medical staff	12,5 / hour	4 hours	50
<b>C. Project costs</b>			
Rent a hall	35/hour	2.50 hours	87
Balls	5/ball	6 balls	30
Social media design and promotion	100	Lump sum	100
Water for participants	50	Lump sum	50
T-shirts for participants	8/player	4 teams of 8 players	256
Souvenirs and awards	5/player	4 teams of 8 players	160
<b>Overall</b>			<b>983</b>

## A simplified timeline

- Midst of March - Announced that the tournament will take place on June 8 and included it in the program of Sofia Pride Sport.
- End of March - Completed estimated budget.
- Midst of April - Created the Facebook event with registration form and reached out to people to collect players

- End of April - Booked a venue and a doctor team. Contacted partners to produce special gifts (t-shirts) for the players.
- Two weeks before the event arranged drinks and awards. Set the packages ready for the tournament day.
- A week before the event booked a place to have a Meet and Greet cocktail for the players and for registration the night before the tournament.



## EVALUATION

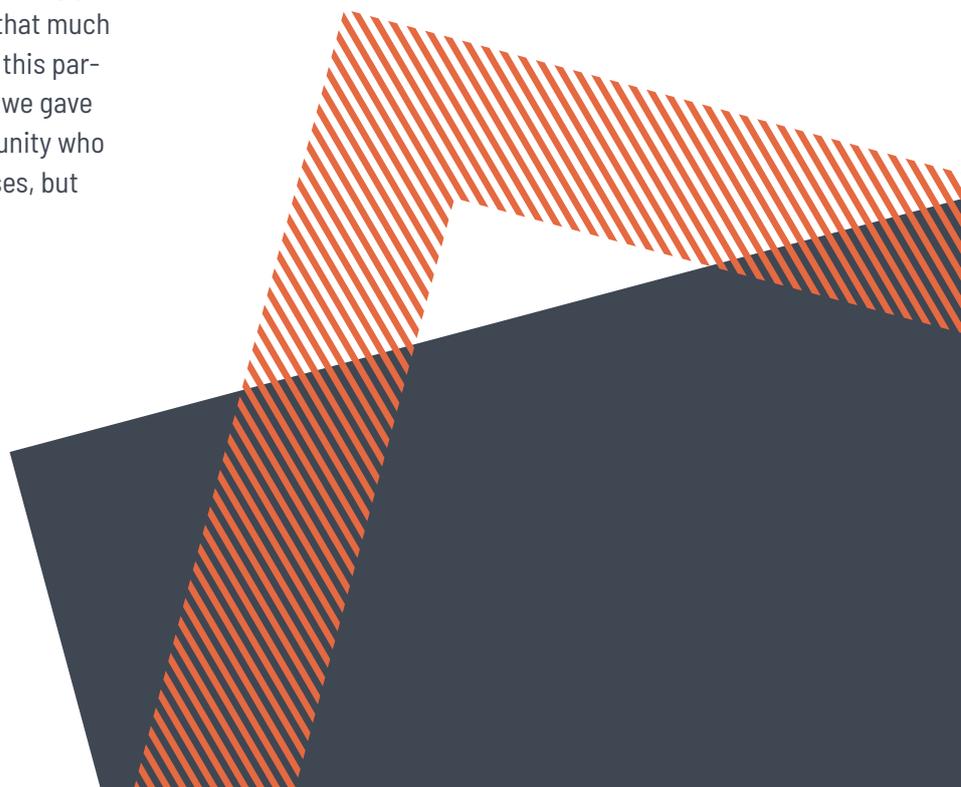
The Volleyball Tournament was inspired by Volleyball Men's World Championship that were held in Bulgaria in September 2018. We held community discussion events to help our community engage with the World Championship and to think about our experiences in sport as a community. Many from the local communities were involved as an audience at these events as well as participating in the sports events and we did group trips to attend Volleyball matches. The events helped to create a sports community and encouraged the participants to engage into LGBTI sport and it sets an example and sends a message to other LGBTI athletes to engage. In addition, other LGBTI events have been advertised during the events, incl. the regular activities at the community center Rainbow Hub where people can engage in volunteer work and activism all year round.

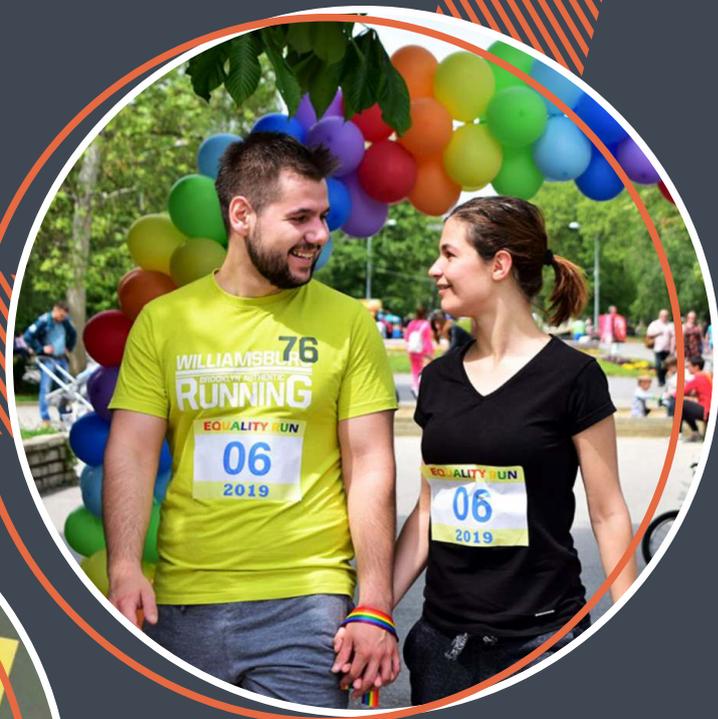
The Sofia Pride Sports events were open for whoever wants to join, play and have fun. The name of the events are well-recognized and people would know what they are signing up to. That was a suggested safe space for everyone to be part of, incl. by explicitly asking for the consent of participants to be photographed and advertised on social media. We now have a group of people who are willing to meet regularly and practice volleyball and football. This can be considered a great success and the beginning of renewing Bilitis' sport club section. There is a big part of the LGBTI community that doesn't have that much of an interest in other events, but rather in this particular sphere. Starting Sofia Pride Sports, we gave a platform to these people from the community who cannot recognize themselves in other causes, but use sport as a tool for self expression.

The context in Bulgaria meant that we required police to protect the participants in case of anti-LGBTI attacks as the events were open to the public. We also had some protests and we had the opportunity to go on national television to defend our activation. This can be seen in the short film that was made as part of this project.

The LGBTI community often struggle with depression, anxiety and various health issues and sport is a good way to deal with such. That is why during Sofia Pride Sports we decided to offer the people not only physical activities, but also to introduce them to the holistic approach to a healthier lifestyle. Sport brings people together and it is very common way of community building. With Sofia Pride Sports initiative we see already a success in that as well.

Community involvement is central to this activation and to our work in general. We try to involve as much people as we can in the preparation or the organisation of an event or activity. We always discuss with them what their interests are, so we can involve them in something that could be useful for both sides. Some of them are writing articles and taking photos of various events, others are helping with the logistics. Sometimes someone from the community is the facilitator of the support group (for example) or is directly involved in the organising of an activity.





# CASE STUDY 3

## SEITENWECHSEL, BERLIN, GERMANY

### CONTEXT

Seitenwechsel Sportverein für FrauenLesbenTrans\* Inter\* und Mädchen was founded in 1988 as a local sports club for women/lesbians in Berlin, Germany, to create a safe space for lesbians and women in general in sports. Soon we included the development of concepts for sports for girls especially in a district with many migrant communities. From 2004 the club has also successfully worked on the inclusion of trans and intersex athletes.

Seitenwechsel has a long and successful history of collaborating with national and international sports bodies and associations, and were a co-founder member of the European Gay and Lesbian Sport Federation back in 1989. We work in different networks of local and national mainstream and LGBTIQ sport groups and associations, including having membership in the sport associations for boxing, karate, soccer and volleyball. Currently Seitenwechsel has 980 members, 30 different sports from aquatic sports to yoga, 70 sport groups, and 50 coaches. The club is run by a paid (part time) club manager and an (part time) office manager plus an honorary board. In 2017 we had the opportunity to employ an additional (part time) project manager to further explore project opportunities and to further develop inclusion of underrepresented and disadvantaged groups like refugees and persons who need special assistance.

Seitenwechsel has won several prizes, including being one of the 2019 Berlin "Stars of Sport" for our trans and inter inclusion activities such as the Trans-Inter-Swimming which takes place once a month. Seitenwechsel offers a wide range of sporting opportunities for women, trans and inter athletes of all sexual orientations. Besides the weekly training sessions there are special summer activities like climbing, canoe polo, or special formats like power\*triathlon. We take part in regular leagues in soccer and boxing.

Members and subgroups of the club also visit international tournaments. Seitenwechsel has a long tradition in hosting tournaments like the European Lesbian Volleyball Tournament (EuLeVoTo) and together with local LGBTIQ sport clubs events like the Goldelsen Cup, Queerspiele or the EuroGames. Our goal is to develop low-threshold sport formats to bring diverse people together and play sports. As part of our political work we reach out to human rights groups and mainstream sports organizations and events.

## Situation in Berlin, Germany

Trans\* rights in the Federal Republic of Germany have been regulated in the Transsexuellengesetz ("Transsexual law"), since 1980. The law initially required them to undergo surgical alteration of their genitals in order to have key identity documents changed. This has since been declared unconstitutional and the law was changed in 2011 accordingly. Still, in the law there is a requirement for a person to provide two psychiatric reports in order to have their name and/or gender marker changed.

Social attitudes toward trans people vary across Germany. Berlin is especially tolerant and inclusive and generally a good place for diversely identifying communities to be. In education, in work places and in sports clubs there is still a great deal of discrimination against trans\* people. A recent local study has also shown that 8 out of 10 LGBT youth have experienced discrimination.

## ACTIVATION

**Event:** Queer Summer Splash (QSS)

**Target Groups:** LGBTIQ

**Time:** Sunday 1st July 2018, 11 a.m. – 11 p.m.

**Location:** Held in a local outdoor swimming pool (centrally located). The venue featured two 50m-pools and a paddling pool with adjacent large meadows.

**Participants:** approx 3000

Web: <https://www.berlinerbaeder.de/baeder/sommerbad-kreuzberg/>

<https://www.siegessaule.de/queer summersplash.html>

<https://www.berlinerbaeder.de/aktuelles/detail/queer-summer-splash/>

Facebook: <https://www.facebook.com/events/857303514624005/>

The Queer Summer Splash is a unique event which Seitenwechsel is a key partner in - it was co-developed with the Special Media Verlag (Special Media Publishers) who issue the Berlin monthly queer magazine Siegessäule Together with the Berliner Bäder Betriebe (company running the Berlin swimming pools), they have been organizing a queer bathing and festival day in the popular Sommerbad Kreuzberg since 2017 in a partnership with the three largest Berlin Sports clubs: Vorspiel, Seitenwechsel and Regenbogenforellen, who coordinate the sporting activity.

Participants enter the swimming pool to the regular conditions on the day of the event as the pool is open to the public. In fact it is a regular opening day. Only the pools are partly blocked for organized sport and play. There is a guest list though: Club members who have registered in advance for an activity at QSS get free entrance. 50-70% of the participation places can be blocked this way, the rest stays open for spontaneous participation.

"Badetag" (bathing day) does not only mean a relaxing summer day in the outdoor pool, but also that a great stage program including festival atmosphere is offered which supports the aims of the project in working at the confluence of sport, culture and activity. LGBTIQ sports clubs offer a diverse program of sport activity which ranges from swimming lessons to synchronized swimming and mermaid swimming. This project enabled us to offer a new water polo tournament as part of our 2018 programme which ran across the Saturday and the main programme day on the Sunday. The focus is very much on grass-roots sport and on trying to reach those who are less engaged in sport - the focus is on trying to offer sport with a more playful and fun character and less focus on performance, in order to reach a larger and more diverse public.

The formal programme was as follows:	
12:00 - 12:30	BeBoard in Pool 3
12:00 - 12:45	Mermaid-Swimming in Pool 3
12:00 - 12:45	Bauch-Beine-Po on the lawn
12:00 - 13:00	Swimming workshop: Freestyle Easy Learning in Pool 2
12:00 - 13:00	Swimming workshop: Flip turn in Pool 2
12:00 - 13:30	Water Polo Workshop in Pool 1
12:45 - 13:15	BeBoard in Pool 3
13:00 - 14:00	Badminton Fun on the lawn
13:00 - 14:00	Swimming workshop: Butterfly in Pool 2
13:00 - 14:00	Swimming workshop: Breast Swimming for Beginners in Pool 2
13:00 - 15:00	Water Polo in Pool 3
13:30 - 14:00	BeBoard in Pool 3
14:00 - 14:45	Synchronized Swimming in Pool 1
14:00 - 15:00	Rugby for Every Body and Gender on the lawn
14:00 - 15:00	Swimming workshop: Medley of the Rainbow in Pool 2
14:00 - 15:00	Swimming workshop: Breast, Kick, Float & Turn in Pool 2
14:30 - 15:00	BeBoard in Pool 3
15:00 - 16:00	Aqua Fitness in Pool 3
15:00 - 16:00	Völkerball on the lawn
15:00 - 16:00	Swimming workshop: Back stroke in Pool 2
15:00 - 16:00	Swimming workshop: Hold your breath – Breathing Exercises in Pool 2 - Lane 2
15:00 - 17:00	Water Polo Fun Tournament in Pool 1
15:15 - 15:45	BeBoard in Pool 3
16:00 - 17:00	Rugby on the lawn
17:00 - 18:00	Fun-Relay in Pool 1
18:00 - 19:00	Water Polo Test Game Pool 1

## QSS Cup 2018 – Spielplan

GROUP A BERLIN AMSTERDAM PARIS AQUAHOMO COPENHAGEN	SAMSTAG/SATURDAY			
	TIME	GROUP	WHITE CAPS	BLUE CAPS
GROUP B LONDON MANCHESTER BRUSSELS PARIS AQUATIQUE	09.15-09.45	A	BERLIN	VS. PARIS AQUAHOMO
	10.00-10.30	A	AMSTERDAM	VS. COPENHAGEN
	10.45-11.15	B	LONDON	VS. MANCHESTER
	11.30-12.00	B	BRUSSELS	VS. PARIS AQUATIQUE
	12.15-12.45	A	COPENHAGEN	VS. BERLIN
	13.00-13.30	A	AMSTERDAM	VS. PARIS AQUAHOMO
	13.45-14.15	B	PARIS AQUATIQUE	VS. LONDON
	14.30-15.00	B	MANCHESTER	VS. BRUSSELS
	15.15-15.45	A	BERLIN	VS. AMSTERDAM
	16.00-16.30	A	PARIS AQUAHOMO	VS. COPENHAGEN
16.45-17.15	B	LONDON	VS. BRUSSELS	
17.30-18.00	B	MANCHESTER	VS. PARIS AQUATIQUE	

	SONNTAG/SUNDAY			
	TIME	PLACE	WHITE CAPS	BLUE CAPS
<b>GROUP A</b> BERLIN AMSTERDAM PARIS AQUAHOMO COPENHAGEN	12.00-12.35	7&8	GRUPPE A PLATZ 4 VS.	GRUPPE B PLATZ 4
	13.25-14.00	5&6	GRUPPE A PLATZ 3 VS.	GRUPPE B PLATZ 3
	15.40-16.15	3&4	GRUPPE A PLATZ 2 VS.	GRUPPE B PLATZ 2
	17.00-17.35	1&2	GRUPPE A PLATZ 1 VS.	GRUPPE B PLATZ 1
<b>GROUP B</b> LONDON MANCHESTER BRUSSELS PARIS AQUATIQUE				

This event was seen as an example of good practice as it was awarded the "Community Star" in 2018 as the best Berlin event.

Working as a partnership enabled this event to be manageable. The sports budget was considerably low as most of the sport offers were made on a volunteer basis. The project budget was some rental, staff fees and promotion. Bigger costs were incurred through the food bar, stage show and entertainment but this part and the risks involved were held by the Media Partner.

- November (year -1) - First contact of the project organization (Special Media Verlag/Siegessäule) for an evaluation meeting of the 2018 event and to agree on the date and the outline of the 2019 event.
- December (year -1) - Meeting of the project partners: Special Media Verlag/Siegessäule, Berliner Bäder Betriebe and the Berlin sports clubs Seitenwechsel, Vorspiel and Regenforellen.
- March - First meeting of the three sports clubs: The program will be somewhat smaller in 2019 than in 2018 as there will be no International Water Polo Tournament. Deadline for the proposal of sport offers (swimming or not swimming) on April 24 (Title, description, number of participants, schedule).

- Since April advertising has been carried out by all project organizations.
- In June, all the members of the different organizations gather in Sommerbad Kreuzberg (Prinzenbad) for a final meeting: Check the location and share the last details before the event.
- July sport program goes online.
- August: QSS takes place.

In 2018 in Berlin there were some events of the inaugural multi-sport European Championships as well as the Men's Waterpolo World Cup. There was a very clear link to the Queer Waterpolo Tournament during Queer Summer Splash with activities encouraging LGBTIQ+ people to engage with the major sports events. This included competitions to win tickets for sports events with many participants going on for the first time in their lives to watch live sport. We also had an information stall to get community feedback on engagement with the upcoming European Championships.



## What people said about the activation

*“What should I say: fries, splashing and pogo. It is hardly better.”*

*“The day in the Prinzenbad I found much better than expected ... frankly I had great concerns that this place and this event really is the right one, even for queers\*, not just for the visually compliant folks, so to speak, LGB ... But it was really nice, and unproblematic.”*

*“Sports and fun in a queer environment beyond the binary gender world with music and fun.”*

## EVALUATION

In the first year the organisation of the event was not perfect, but the mere mass of queer bodies in an outdoor swimming pool created a safe space in itself. People were brave to come as they are and to be visible in the public where many of us usually would not go. The event did not suit everyone – LGBTIQ folks are not homogenous. Other lessons we learned:

- When there is a strong cooperation of the local organisation that runs the pool, a media/event partner and sports clubs the organisational and financial risks and challenges can be shared and each partner can focus on their strengths and core competencies.
- The mixture of sports, leisure, show, fun with no obligation to do anything seems to be a very attractive offer as the participation figures prove.
- Of course good weather helps when you do an outdoor event! But even when it rains (as in 2019) people come and want to join the experience.



# CASE STUDY 4

## SAPLINQ, O.Z.,

### KOŠICE, SLOVAKIA

#### CONTEXT

Saplinq, o.z. was established in 2012 with the aim to provide training and development for LGBT+ young people. Since then, it has organised many local, national and international trainings for LGBT+ youth and youth workers with the non-formal education methodology. Since 2013, it organises a PRIDE festival in Košice, Košice PRIDE. In 2016 it decided to broaden its focus to community organising, organising trainings on the topic and running a project funded by ILGA-Europe on community organising and community building that resulted in establishing a self-organised youth group in Bratislava, called Feedback. As of July 2019, it has approximately 3 FTE staff members and 30 volunteers.

Saplinq, o.z. has organised many community sports events, including several friendly football matches with the support of FARE network. It has had an interest in sport, hosting its first ever discussion on homophobia in sports back in 2013. In February 2018, Saplinq organised their first Football v Homophobia event – a mix of discussions, movie screenings and a football match. Due to the popularity of this event, it was followed by another Football v Homophobia event in October 2018. In February 2019, Saplinq, o.z. organised a similar event, Let's kick out homophobia and racism, in February 2019.

Slovakia is a Central European Country, and has a particularly rural demography. The majority of the population identify as Catholic. This together with over 40 years under the Communist regime, overthrown only 30 years ago, leads to a society that doesn't accept differences easily, including differences in sexual and gender identity.

Widespread homophobia coupled with lack of any legal recognition for same-sex couples creates a difficult social environment for LGBT+ people. And for organisations working in LGBT+ equality, it's difficult to look for support - both social and financial for LGBT+ causes.

We have only one openly LGBT sports club called Lotus Flowers that organises sports training and sport events, both local and even international (the Lotus Cup). There are no openly LGBTI professional players in any sport. Furthermore, there are no advocates for LGBTI rights and recognition specifically within sport, as the above mentioned sports club is not in the field of advocacy.

#### ACTIVATION

##### Pride House Model

The Pride House concept grew out of the hospitality house tradition found in the Olympic and Paralympic Games. Over the past several decades, hospitality houses have become an integral part of the Olympic and Paralympic Games. Typically organised around nationality or culture, these spaces provide a base for supporters and athletes to enjoy the event. A Pride House is a venue welcoming LGBTIQ+ fans, athletes, and allies during large-scale international sporting events. Typically, they are places where visitors can view the competition with others, and more about LGBTIQ+ issues in sport.

## Event: Pride House@World Ice Hockey Championship 2019 in Bratislava

Saplinq, o.z. organised a multi-venue Pride House with a programme of key events around the World Ice Hockey Championships 2019 in Bratislava. These were organised as a Pride House because it is a tried and tested model, it is an internationally recognised initiative, and we were able to get support from Pride House International. The programme took place over a weekend from 11th to 12th May 2019. The programme of events included:

- 1 A community based discussion on including LGBT people in sports in Slovakia. The discussion panel featured special guests from our project partners from LEAP Sports Scotland and Seitenwechsel Sports Club. Ivan Tarapčík from local sports club Lotus Flowers was also on the panel and it was facilitated by Saplinq. The discussion looked at different models for sports participation, the pros and cons of exclusive LGBT spaces in sport, the experiences of Scotland and Germany, and the situation that people in Slovakia experience. The audience had opportunities to ask questions and get involved in the discussion as well. (May 11)
- 2 A workshop on how to set up an LGBT sports club. This workshop was led by special guests from the European Gay & Lesbian Sports Federation and Hungarian Atlasz Lesbian, Gay, Bisexual and Transgender Sport Association. The workshop took participants through the key stages in founding an LGBT sports group, looked at the common issues experienced by groups across Europe, and we were able to compare to the experience of Hungary who have a more directly comparable situation to Slovakia. The workshop was attended by local activists who were interested in setting up new sports initiatives and some new football for women has grown out of this workshop. (May 12)
- 3 Part of the model of Pride House is an opportunity for community members to engage with the sports event that is taking place and to have a safe place to do that. We embraced this by hosting 3 watching parties screening 4 of the ice hockey matches which took place. These were great social events for the community and represent a first for Slovakia, watching sport in LGBTIQ venues. There is a particularly great legacy from this experience. (May 11, May 12)
- 4 A movie screening of the movie Mario. The film tackles the stigma of being a gay man in professional soccer with remarkable realism and relatability to LGBTIQ+ people. This was followed by a discussion amongst community members on the key themes of the film, and some opportunity to socialise (May 12)
- 5 We had support from Pride Tape, an organisation set up in the USA to raise awareness of LGBTIQ issues in ice hockey. They provided us with a box of Pride Tape which is rainbow coloured grip tape that can be wrapped around the handle of your ice hockey stick. We encouraged athletes to pop in over the course of Pride House to pick up some tape for their sports equipment - it suits many sports including badminton, tennis, floorball and hockey as well as ice hockey. (May 11, May 12)
- 6 We had a social party with community members able to come and just enjoy a drink in the bar. Our team were available to talk to people and distribute materials, and we had posters and information in the venue too. (May 12)

We had over 60 people in total attending our events. These were mainly from the Bratislava LGBT+ community. The crowd comprised of mainly people over age 25. We had a majority of cisgender males, mainly gay and bisexual men; and a minority of cisgender women, mainly lesbian, gay and bisexual identifying.

Our programme majored on community work methods and non-formal learning methods, and was well received by the local community.

## Simplified budget

Venue rental	400 €
Refreshment	100 €
Travel costs	100 €
Promotion	200 €
Staff time	200 €
<b>TOTAL</b>	<b>1,000 €</b>

## Simplified planning timeline

<b>January</b>	Concept development
<b>February – March</b>	Venue rental, programme planning, travel and other arrangement
<b>March – April</b>	Advertising and community engagement
<b>May</b>	Final promotion and implementation

## EVALUATION

The events took place at the time of World Ice Hockey Championship being hosted by Slovakia. It was the first organised viewing of the championship tournaments done in a specific LGBT space. It utilised the energy created by the sport event to make the members of the community interested in the event, and interestingly it also reached some community members who are interested in sport who don't normally participate in community events.

LGBT people from Bratislava and Košice were invited and attended the events. The work of Lotus Flowers group was highlighted by having their presence at events, and having their representative speak in the discussion panel event.

Both the panel discussion and the workshop were great opportunities to get inspired about LGBT related sport activism. The viewing parties were safe and inclusive spaces to enjoy the matches, something that hasn't been done before in Slovakia.

This activation has proven that there are Slovak LGBT people interested not only in doing sports but also thinking and talking about being LGBT within sport environments. It has also shown that LGBT people are interested in watching sport tournaments in safe and inclusive environments. It gives us opportunity and possibilities to explore future events. The existing community infrastructure of an LGBT sports club and an existing gay bar in Bratislava helped to make this a successful activation. Also it helped to know people behind those organisations, and to have good working relationships with them.

All events were accessible for everyone and it was specially promoted to marginalised people and people with intersectional identities. The viewing parties attracted some people who said they wouldn't have gone to a gay bar / LGBT space otherwise. People who are interested mainly in sports and are LGBT are quite often a completely different target group that needs different language and different channels to be reached. This is both an opportunity and a challenge. Since the Pride House, Sapliq, o.z. has extended its own sport work and has started supporting informal football meetings for LB women in Košice.

For future events, we would invest more into promotion, probably hiring a person to spread the information around. We would also extend our community engagement efforts and open the planning to more people – inviting not only the sports club and athletes but also engaging our own existing group of volunteers to a greater extent. We've learned that even "small" events need a dedicated coordinator and that venturing into a topic the organisation is not naturally familiar with (prior to this activation, Sapliq had little contact with sport) can be beneficial but it requires extra work. With more resource and capacity we would also contact more high profile media and sportspeople in the future too.



# CASE STUDY 5

## PARIS 2018,

## PARIS, FRANCE

**Paris 2018**, was different from other activations. It was simultaneously a grassroots community sports event and a major sports event.

The Gay Games is a worldwide sport and cultural event that promotes acceptance LGBTI athletes and artists. It started in 1982 as a project by Olympic decathlete Tom Waddell and some others with a goal to promote the spirit of inclusion and participation, and to promote the pursuit of personal growth. It was modelled on the Olympic Games and is a quadrennial event open to everyone with no qualification requirements. As such, the Gay Games offers a high level of inclusion to all, including the non-LGBTI population. The atmosphere is friendly and fun, with a focus on "Participation, Inclusion, and Personal Best". Often, the participants in last place receive the most applause and support – because they have made the effort to show up and be part of the event.

Paris 2018 was established to create a Games organising committee to deliver the tenth edition of the **Gay Games**, with 36 sports, 14 cultural events, 2 ceremonies, 1 conference, and a festivities village. It took place from 4th to 12th August 2018, with 36 sports, 14 cultural events, 2 ceremonies, 1 festivities village, and a sports conference. All of these were held across 67 different venues in Paris and the Ile-de France region. The festivities village was very centrally-located and served as a meeting point with entertainment, music, shows, and refreshments / food.

Headline outcomes:

- 10317 Registered Participants took part
- 91 countries were represented by participants
- 18000 Accreditations for Participants, Officials, VIPs, Staff
- 20000 Medals distributed (9 Tons)
- 15000 Welcome Bags Prepared (30 Tons)
- 12900 T-shirts for Volunteers, Staff and officials
- 25000 Gay Games Guides distributed
- 15000 Questions answered by Help Desk system OS Ticket
- 26000 People in Contact database
- 50000 Volunteer Hours during Paris 2018-Gay Games 10

## Sports and number of competitors

Aquatics – <b>Diving</b> (35)	<b>Bowling</b> (219)	Martial Arts – <b>Judo</b> (29)
Aquatics – <b>Open Water</b> (224)	<b>Cycling Road Race</b> (153)	Martial Arts – <b>Wrestling</b> (100)
Aquatics – <b>Swimming</b> (1043)	<b>Dance Sport</b> (361)	<b>Petanque</b> (183)
Aquatics – <b>Synchronized Swimming</b> (80)	<b>Fencing</b> (39)	<b>Roller In Line</b> (298)
Aquatics – <b>Pink Flamingo</b> (100)	<b>Field Hockey</b> (239)	<b>Rowing</b> (336)
Aquatics – <b>Water Polo</b> (513)	<b>Figure Skating</b> (91)	<b>Sailing</b> (73)
Athletics – <b>5K</b> (898) & <b>10K</b> (968)	<b>Football</b> (880)	<b>Softball</b> (177)
Athletics – <b>Half &amp; Marathon</b> (189)	<b>Golf</b> (180)	<b>Squash</b> (109)
Athletics – <b>Track &amp; Field</b> (579)	<b>Handball</b> (91)	<b>Table Tennis</b> (146)
<b>Badminton</b> (432)	<b>Ice Hockey</b> (134)	<b>Tennis</b> (623)
<b>Basketball</b> (345)	<b>Mountain Biking</b> (53)	<b>Triathlon</b> (298)
<b>Beach Volleyball</b> (90)	Martial Arts – <b>Boxing</b> (89)	<b>Volleyball</b> (752)

## Gender Stats

Men	74%	Transgender	1%	Undeclared Gender	0.5%
Women	26%	Disabled	0.5%		
<b>Total Participants: 10,317</b>					

## Simplified Budget

Revenue 2012-2018	Budget	Actual	% of Actual	% of Total
Government Subsidies	1,351,307 €	1,382,315 €	102%	29%
Donations & Sponsoring	1,364,569 €	1,022,188 €	75%	21%
Registrations	1,907,119 €	1,988,777 €	104%	41%
Ticketing & Festivities	355,000 €	365,376 €	103%	8%
Other	64,540 €	88,795 €	138%	2%
<b>Total</b>	<b>5,042,535 €</b>	<b>4,847,450 €</b>	<b>96%</b>	<b>100%</b>



Expenses 2012-2018	Budget	Actual	% of Actual	% of Total
Sports	732,820 €	655,728 €	89%	14%
Festivities	1,521,500 €	1,383,683 €	91%	29%
Culture	122,845 €	121,107 €	99%	3%
Security & Logistics	574,000 €	592,978 €	103%	12%
Organisation & Operations	851,892 €	857,490 €	101%	18%
Marketing & Communications	859,377 €	838,601 €	98%	17%
Administration & Legacy	309,038 €	379,554 €	123%	8%
<b>Total</b>	<b>4,971,472€</b>	<b>4,829,140€</b>	<b>97%</b>	<b>100%</b>

## Simplified Timeline

<b>2012</b>	Paris Submits Bid to host Gay Games 10 in 2018	From 2014 through 2018, there was constant <b>Promotion</b> in Paris, France, Europe, USA, Canada, Australia, and the rest of the world and <b>Communication</b> via Email, Newsletters, Website, and Social Media
<b>2013</b>	Paris is selected as the Host of the tenth edition of the Gay Games.	
<b>2014</b>	Creation of Paris 2018 Board. Definition of mission, organisation, vision, and strategy. Recruitment of volunteers for Board and Committees. Promotion of the project to local government, business, and civil society.	
<b>2015</b>	Finalise program of sports, culture, and festivities. Define schedule and venues. Confirmation of Scholarship Program criteria and requirements.	
<b>2016 &amp; 2017</b>	Promotion in Paris, France, Europe, North America, and the rest of the world. Design of Registration criteria and launch system. Evaluation of Scholarship Program requests. Recruitment of 3000 Volunteers for the week of Gay Games 10.	
<b>2018</b>	Implementation of Paris 2018-Gay Games 10	
	Evaluation of results, impact, and legacy of the event.	

## EVALUATION

The overriding response to the Games was very positive and it was overall a huge success – both from the participants and the community perspective. Paris 2018 experienced enhanced relations with French national sports federations, the Olympic team, and Paris 2024. Paris 2018 has also tangibly led to stronger ties between the French LGBT Sports Federation (Fédération Sportive Gaie et Lesbienne - FSGL) and the local, regional, and national federations and government agencies. As well as the FSGL, more than 40 local sports clubs and the French Federation of Fencing, and French Federation of Field Hockey were directly involved.

The outreach and scholarship program offered 200 scholarships to participants from 45 countries 130 international scholarships and 70 scholarships to refugees based in France.

A 3-day Sports Conference open to the public took place from 1 to 3 August 2018, a Rainbow Walk-Run took place on 4 August 2018 with over 4000 participants – this was free and open to all. The Festivities Village was also open to the public and located in the center of Paris in front of the Paris City Hall in order to encourage participation.

Inclusion was high. When registering for Paris 2018-Gay Games 10, participants could specify a non-binary gender, if applicable. Same for disabled participants. Each sport worked with the non-binary and disabled participants to ensure their placement in the appropriate class or category of their sport.

Some of the conditions which made Paris 2018 successful was because members were experienced in organising large multisport events, had contacts around the world to help with promotion of the event, and had great and very well-developed contacts with the Local, Regional, National Government structures.

## Some of the important lessons from Paris 2018

- It is important to manage expectations – of volunteers, of participants, and of the governing body.
- It is important to build in time for enhancements, refinements, changes to the plans which are inevitable.
- Rewarding volunteers is very important. Many people dedicate a lot of their time to the effort of delivering such a big undertaking – board, committees, bid committee in the years leading up to event. You can reward them by acknowledging their accomplishments with thanks and encouragement.
- Communication to the local community before, during, and after the event is important to build 'buy-in' and increase support and knowledge along the way.
- Working with existing LGBTI sport organisations, when they exist, is very important. Otherwise, creating small sports events and establishing related clubs and organisations.
- The Paris 2018-Gay Games 10 event would not have succeeded without the strong support of the local LGBTI federations and clubs.







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