

GRASSROOT DEVELOPMENT, a look into the past and a strategy for the future of LGBTQI+ sport movement in Europe

@ EGLSF 2024 AGA – Antwerpen (Belgium)

+ PLUSS



Co-funded by
the European Union



“LGBTQI+ Policy and Leadership in Sport and Society”, funded by the Erasmus+ Sport programme

“Cooperation partnership” project (2023 – 2025) with the objective of increasing capacity of LGBTQI+ sport leaders and clubs so that these clubs can continue to exist and grow to provide inclusive and safe environments for people who are excluded from existing sport structures, despite minimum resources and the reliance on a small number of active volunteers.



PLUS





Research and Storytelling

Aim

- Understand structures and processes of the development of LGBTQI+ clubs across Europe
- Identify what really works to help improve inclusion of LGBTQI+ people in and through sport in Europe.

Method

- ✓ Qualitative interviews with project partner clubs
(Croatia, Denmark, Germany, Hungary, Slovenia, Spain)
- **Quantitative survey with all 😊 LGBTQI+ clubs across Europe**

Research and Storytelling

Online survey - content

- basic data about mission, services and membership
- Challenges in the development of the club
(e.g. to articulate common interest and aims, find facilities, composition of membership);
- positive frames, constellations, supporters in the development of the club
- barriers, negative constellations in the development of the club

Online survey - respondent

- CEO or head or manager or president of LGBTQI+ clubs in Europe

Timeline

- ✓ October '23 Discussion about research design;
- ✓ Nov/Dec '23 Final interview guide sent to partner clubs' coordinator
- ✓ Feb/March '24 Interviews sent back to GSU
- **March/April '24 Analysis of interviews**
- **April / May ,24 Preparation of survey**
- **June – July Online survey open to LGBTQI+ clubs in Europe
dissiminated by EGLSF and its membership**

Interviews

Survey

LGBTQI+ Policy and Leadership in Sport and Society

In advance 😊

**Thank you for taking part in the survey
and motivating as many clubs as you know to participate !**

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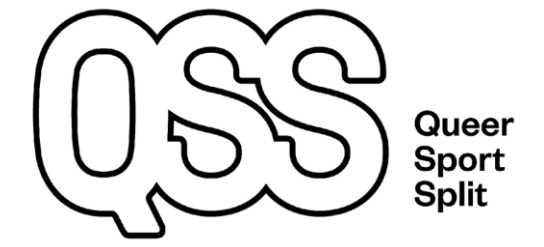
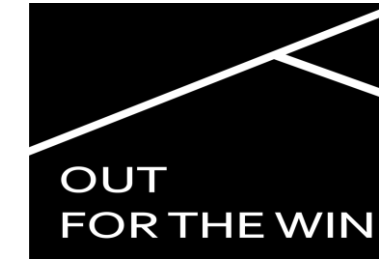


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WP 2: Grassroots Development



Act 2.1 Host site visit #1
Act 2.2 Host site visit #2
Act 2.3 Deliver capacity building workshop: MEMBERSHIP
Act 2.4 Deliver capacity building workshop: ADVOCACY
Act 2.5 Deliver capacity building workshop: EVENTS
Act 2.6 Deliver capacity building workshop: GOVERNANCE
Act 2.7 Develop strategy for each club (by June '24)
Act 2.8 Implement new strategy in each country (by April '25)
Act 2.9 Organise and participate in 5 Action Learning sessions (by April '25)
Act 2.10 Define mentor criteria (by July '24)
Act 2.11 Identify mentor (by July '24)
Act 2.12 Arrange and attend mentorship meetings (by April '25)





CAPACITY BUILDING ON MEMBERSHIP (Co-delivered by Queer Sport Split and Out in Slovenia)

MAIN CONTENT:

- How to attract new members?
- How to reach a wider audience? How to attract more women, young people, older people, transgender, intersex and non-binary people (TIN), ... to join our activities and what to do to make them stay?
- How to provide safer sport spaces where transgender, intersex and non-binary (TIN) people can feel comfortable?
- How to motivate members to become more active in organizing activities?





CAPACITY BUILDING ON MEMBERSHIP (Co-delivered by Queer Sport Split and Out in Slovenia)



MAIN FINDINGS AND CONCLUSIONS:

How to attract new members?

- Organize tournaments, panels, parties, open day, participate at Pride -> visibility
- Social networks, connections with other associations
- Offer good regular trainings and events, with a and safe and comfortable environment -> word of mouth





CAPACITY BUILDING ON MEMBERSHIP (Co-delivered by Queer Sport Split and Out in Slovenia)

MAIN FINDINGS AND CONCLUSIONS:

How to reach a wider audience (women, young, older, TIN, ...)?

- Images of diverse people on press materials
- Different channels of communication for different groups
- Connect with organizations specific for a certain group
- Encourage diverse people to take on positions of responsibility within the club
- Offer some courses specifically for a certain group
- Contact person / safe person for a certain group
- Outreach programme
- Communicate to all members about the initiatives for diversity





CAPACITY BUILDING ON MEMBERSHIP (Co-delivered by Queer Sport Split and Out in Slovenia)

MAIN FINDINGS AND CONCLUSIONS:

How to provide safer sport spaces where transgender, intersex and non-binary people can feel comfortable?

- Using the correct pronoun
- Allow TIN people to join the “right” team: a person’s gender is the gender with which they personally identify
- Rules on speech and behaviour; awareness contact person
- Education of coaches, members and staff
- Registration forms: chosen name, various gender options
- Spaces: bathrooms, changing rooms, showers – if possible, choose the facility where you can adapt the space





MAIN FINDINGS AND CONCLUSIONS:

How to motivate members to become more active in organizing activities?

- Get to know your members
- Give big picture -> personal connection with goals of the club
- Organize team building, a party, social events in general
- Give responsibility, clear tasks
- Ask a person directly, connect 2-3 persons
- Personalized recognition, awards





MEMBERSHIP

ANY GOOD PRACTICE/CHALLENGES TO SHARE?

Good practices

- Collaboration in organizing events - examples (1) QSport Zagreb and women's football groups from Zagreb and Belgrade organizing together a multisport tournament Queer Sport Weekend, and (2) Erasmus+ project Inclusive and Safe Sport Camps in CEE
- Reaction of tournament organizers to transphobic behaviour: example from Gay Games 2018

Challenge

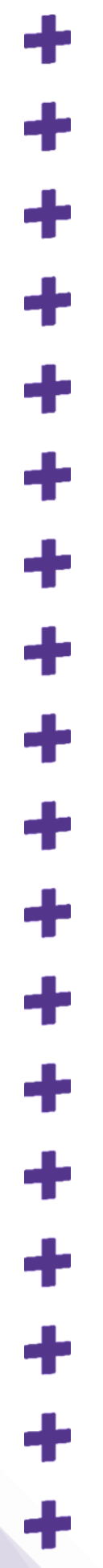
- Lack of people and time for systematically posting on social media for different groups





MEMBERSHIP

ANY GOOD PRACTICE/CHALLENGES
TO SHARE?





CAPACITY BUILDING ON ADVOCACY (Co-delivered by Out for the Win and Atlasz Sports Club)

MAIN CONTENT:

Successful advocacy consists of 3 conditions

1. Network and relations: transparency, open and honest communication with their network
2. Primary stakeholders: the lack of voice of disadvantaged groups is a challenge → identify the main problem and build a clear message
3. Internal organization: inclusive leadership with clear commitment





**CAPACITY BUILDING ON
ADVOCACY** (Co-delivered by Out for
the Win and Atlasz Sports Club)

MAIN FINDINGS ABOUT ADVOCACY IN PRACTICE:

- 1. Audience:** consider your own size and power and match the message with the target group
- 2. Channel:** be active on social media (extensive!) but make sure you are also present in physical opportunities
- 3. Action:** raise awareness and create action
- 4. Resource:** most important = manpower with high motivation and the right skills (makes money less important)





ADVOCACY

WHAT THEY LEARNED:

1. Take time to invest in a well-thought network of people
2. Be bold and clear while communication

SOME COMMITMENTS:

1. EGLSF: increase lobbying activities at European level to guarantee inclusion of LGBTQI+ people in policies
2. Pan Idraet: “nothing about us, without us” → reach out to sports governing organizations





ADVOCACY

ANY GOOD PRACTICE/CHALLENGES
TO SHARE?





CAPACITY BUILDING ON
EVENTS (Delivered by Pan
Idræt København)



The road from small to big events:

- Our first event wasn't a big EuroGames
- Start with small, local events, then events where you invite neighbouring clubs - gain experience in hosting events
- Consider the goal of your event!
- Reach out (there's experience and help to find by experienced clubs, EGLSF etc.





CAPACITY BUILDING ON EVENTS (Delivered by Pan Idræt København)



Local & social events:

- Sharing experience from our club - what events do we have
- The value of local events across the club and in the individual divisions
- Our clubs differ from “straight clubs”, because people also come for a community, not just for sport
- Make your event “The party they want to be at”, and make it a yearly event that people know





EVENTS



ANY GOOD PRACTICE/CHALLENGES TO SHARE?





CAPACITY BUILDING ON
GOVERNANCE (Delivered by Team
München)



MAIN CONTENT:

Five core principles

Principle 1 - Structure

Principle 2 - People

Principle 3 - Communication

Principle 4 - Standards and conducts

Principle 5 - Policies and procedures





CAPACITY BUILDING ON
GOVERNANCE (Delivered by
Team München)



MAIN FINDINGS AND CONCLUSIONS:

- The small sport organisations do not have a constitution.
- Knowledge for setting up a Code of Conduct is available, but implementation is still lacking.
- Put into effect a constitution, Code of Conduct, policies and procedures.
- All in all, awareness was raised.



GOOD PRACTICE:



Good governance policy

Adopted by the board

[Read policy](#)



Alcohol and Smoking policy

Adopted by the board

[Read policy](#)



Gender policy

Adopted by the general assembly

[Read policy](#)



Photo policy

Adopted by the board

[Read policy](#)



Privacy policy in Danish (GDPR)

Adopted by the board

[Read policy](#)



Ambition for diverse leadership

Adopted by the board

[Read policy](#)





GOVERNANCE



ANY GOOD PRACTICE/CHALLENGES
TO SHARE?



Output/Activity	Indicator type [quantitative or qualitative]	Evaluation Method	Unit of measurement	Base line Value	Target Value
Anti-discrimination Strategies [WP2]	Increase the number of LGBTQI+ people participating in sport club activity (quant.)	Count number of members or regular participants after implementation period	% change in number of participants per club	n/a	5-10%
	Increase influence and cooperation with mainstream sport (quant.)	Record number of interactions (meetings, conversations, collaborations) had with mainstream sport organisations	Number of instances across partners	n/a	25
	Number of anti-discrimination strategies implemented (quant.)	After 10 month implementation period, each organisation to report to project team whether they have completed the implementation of their strategy	Number of anti-discrimination strategies implemented out of 6 total	n/a	6
	Number of anti-discrimination strategies achieving all their objectives [in improving growth, sustainability or advocacy] (quant.)	After 10 month implementation period, each organisation to evaluate the success of their strategy according to unique, predefined indicators	Number of anti-discrimination strategies implemented successfully	n/a	4

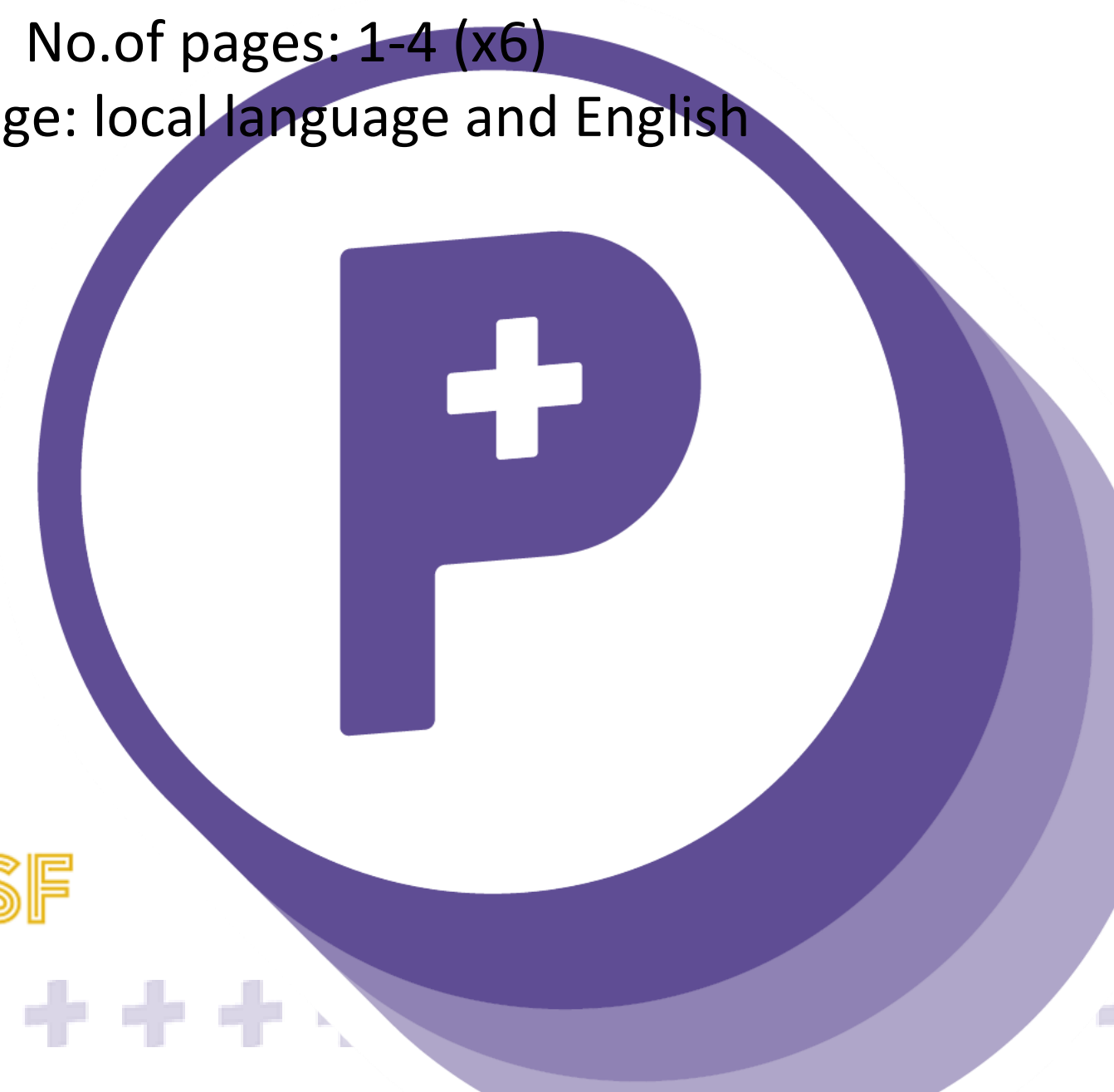
WP2 Deliverables and Indicators

D2.2 A strategy document that each club will create with their staff/volunteers that outlines a strategic process for growth and sustainability of their organisation. This will be inspired by learnings from the earlier phase of the Project (Site Visits and Workshops). This document will be unique to each club and will include detailed vision for the club, short-term goal, specific actions to be taken, resources, timescales and indicators to monitor progress.

Format: electronic

No. of pages: 1-4 (x6)

Language: local language and English



To know more:



Project web section

+ <https://www.eglsf.info/projects/pluss-project/>

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PARTNERS:

