

Rising Together – Open your Sport to all genders and sexualities!

Campaign Manual for SGS Partners (Day 1-22)

How to use the SGS campaign material, tools and testimonials

About

SGS is an #EUcofunded project dedicated to promoting inclusivity in European grassroots sports. 🏆
Our goal is to ensure everyone, regardless of gender identity or sexual orientation, has the opportunity to engage in sports.

Diversity is power!

More info about the campaign: <https://tinyurl.com/5n88usx7>

#SGS#Risingtogether #sportforall #LGBT #lgbtqia

Intro

This manual provides the editorial plan and the instructions to publish campaign contents for the first 20 days. It also provides indications on how to use the templates and how to engage testimonials and influencers at the country level.

If sport organisations want to be part of the campaign, we are happy to support!

Please contact the project lead or the responsible organisation AICS:

Local Contact AUSTRIA (Lead)

ORGANISATION: fairplay - Initiative for diversity and antidiscrimination at VIDC

NAME: Nikola Staritz / MAIL: staritz@vidc.org

WEB: www.fairplay.or.at

Local Contact ITALY

ORGANISATION: Associazione Italiana Cultura i Sport (AICS)

NAME: Rosario Coco / MAIL: Rosario.coco@out-sport.eu

WEB www.out-sport.eu

List of “ready to go” contents

- Main visual cards (different languages)
- Introductory video ((English)
- Testimonial videos (subtitled in English)
- Web articles (English)
- Press release
- Social media pills
- Social media quotes

All ressources available here:

<https://edu.fairplay.or.at/courses/geschlechtliche-und-sexuelle-vielfalt-im-sport/>

Proposed Schedule

You can find a folder for each day in the overall folder “Campaign Publishing”. We suggest starting on 22/09/2023 (Day 1). Whenever you will start, just adjust the schedule to your needs and try to follow the order.

Medium and platforms we suggest to publish in:

PR	Press (sending to media agency and magazines)
Web	Website
FB	Facebook
IG	Instagram
X	X (Twitter)
TK	Tik Tok
YT	You Tube

When	What	Where
Day 1	Press release	PR
	Article	Web
	Main Visual Card	FB-IG-X
	Intro Video	FB-IG-X-TK-YT
Day 2	Alex Muir - Testimonial	FB-IG-TK-X
Day 3	Valentina Petrillo - Testimonial	FB-IG-TK-X
Day 4	Carl Stichweh - Testimonial	FB-IG-TK-X
Day 5	Maje Sánchez-García - Testimonial	FB-IG-TK-X
	Project pill 1	FB-IG-X
Day 6	Jayden Kollegger - Testimonial	FB-IG-TK-X
Day 7	Jasmine Angove - Testimonial	FB-IG-TK-X
Day 8	Bernat Espí - Testimonial	FB-IG-TK-X
	Project pill 2	FB-IG-X
Day 9	Heidi Scheffel - Testimonial	FB-IG-TK-X
Day 10	René Strabl - Testimonial	FB-IG-TK-X
	Project pill 3	FB-IG-X
Day 11	Davide Bombini - Testimonial	FB-IG-TK-X

Day 12	Testimonial Quote 1	FB-IG-X
Day 13	Project pill 4	FB-IG-X
Day 14	Testimonial Quote 2	FB-IG-X
Day 15	Testimonial Quote 3	FB-IG-X
Day 16	Testimonial Quote 4	FB-IG-X
Day 17	Testimonial Quote 5	FB-IG-X
Day 18	Testimonial Quote 6	FB-IG-X
Day 19	Testimonial Quote 7	FB-IG-X
Day 20	Testimonial Quote 8	FB-IG-X
Day 21	Testimonial Quote 9	FB-IG-X
Day 22	Testimonial Quote 10	FB-IG-X
Day 23		

Platforms

X

When using X (Twitter), videos are usually limited in terms of length. You can adapt the copy and put the link to the video on Instagram or Facebook instead, otherwise just put a part of the video. **We recommend to tag the @Eusport account on X (Twitter) and use the hashtag #Beactive**

TikTok

When using TikTok, regardless it's a personal or corporate account, remember to put the hashtag **#Beactive** in the description.

Instagram and Facebook

When it comes to video publishing, use the “Reel” space and, if possible, tag other organizations, project partners or Sport institutions.

Templates

You can find CANVA templates to edit further contents at national level. Please be sure that your email has been added to the CANVA team created by **Edoardo Peltrini** from AICS [before using this link from the browser](#). Otherwise you can use the CANVA App by selecting the team.

Here are some recommendations on how to use the templates:

- 1) Always make a copy of the template, so click on “Create a copy”, **not on “modify”**. In this way you can give a name to the file and maintain the original template.
- 2) Try to maintain the original proportion between the text boxes, the framework, the pictures, without stretching and/or enlarging elements.
- 3) Remember that you have space in the copy text below your graphic

Influencers

We suggest to contact small-medium sized influencers through email or direct message by addressing them with a short and simple message:

„Dear...

The SGS project aims to tackle transphobia and sexism in sport. Your help with the Rising Together Campaign would be very important in spreading the word and make clear that any kind of body and identity is valid for sport.

Together we can create a more inclusive, accessible and welcoming environment for thousands of kids and people of all genders and sexualities in sport and in life.

Can we count on you?

*We just need a simple video-message (approx. 1 minute).
On our social media channels you can already see the stories of our testimonials with the
project visuals, we hope you like it, that's how we would like to shape your video, too!*

We hope to hear back from you soon,

.....“

Direct message (TW FB TK)

„Dear...

*The SGS project aims to tackle transphobia and sexism in sport. Your help with the Rising
Together Campaign would be very important in spreading the word and make clear that any kind
of body and identity is valid for sport.*

*Together we can create a more inclusive, accessible and welcoming environment for thousands
of kids and people of all genders and sexualities in sport and in life.*

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We hope to hear back from you soon,

.....“

Campaign launch

On the occasion of the "European Week of Sport" the new campaign of the project Sport for all Genders and Sexualities is launched.

<https://www.fairplay.or.at/en/archive/rising-together-open-your-sport-to-all-genders-and-sexualities>

In the modern and highly developed 21st century it's still necessary to talk about Sport for all Genders. European sports continue to be heavily influenced by traditional concepts of gender roles, which categorize individuals strictly as either "men" or "women," reinforcing a dominant binary and masculine perspective. This prevailing narrative within sports inevitably leads to the marginalization and unfair treatment of various groups, including women and girls (resulting in sexism), transgender individuals (leading to transphobia), as well as lesbians and gay men (causing homophobia), and anyone who doesn't fit neatly into a single gender identity. In this context, the significance of amateur sports takes on a crucial role.

European Week of Sport 2023

One of the three keywords of the 2023 EWOS (European Week of Sport) is indeed inclusion, which comes between involvement and innovation. Furthermore, the [Meeting of EU Directors-General for Sport](#) organised by the Spanish Presidency of the Council of the European Union in Valencia on Sept 21-23, focused on two main topics: Gender Equality and Combating hate speech.

It should be pointed out that in 2018, the [WHO reclassified gender dysphoria as "gender incongruence"](#) and placed it outside of mental pathologies under the category "conditions related to sexual health." In 2021, the [International Olympic Committee](#) eliminated mandatory hormone testing for transgender athletes, emphasizing the principle of body integrity and requiring specific evidence to presume competitive advantage. Despite that, transgender and intersex athletes are still one of the main hate speech targets chosen by the extremist propaganda.

Reactions to IOC Guidelines

Currently, different sport federations have adopted varying policies in response to the new IOC guidelines. Some, like the world federations for Athletics and Aquatics, have banned transgender women from women's categories. Others, like the German football federation, are experimenting with transgender women inclusion at the amateur level. Recently, the international chess federation also banned transgender women without providing an explanation regarding the relevance of physical characteristics in the sport.

The EU co-funded project SGS- Sport for all Genders and Sexualities

is promoted by Vienna Institute for International Dialogue and Cooperation (VIDC, Austria, Coordinator), German Sports University (GSU, Germany), European Gay and Lesbian Sport Federation (EGLSF) Associazione Italiana Cultura e Sport (AICS, Italy), Diversport (DS, Spain), Landessportbund Nordrhein-Westfalen (LSB, Germany), International Workers and Amateurs in Sports Confederation (CSIT). [The project](#) can be named one of such initiatives that seeks to level the playing field, quite literally, moving forward the principle of equal access to sport, which is the core of amateur sport.

The project's main goal is to foster inclusivity for all genders and sexualities in European grassroots sports. To achieve this, SGS aims to create tools and initiatives, such as dialogue platforms, guidelines, awareness campaigns, and inclusive training, aimed at dismantling barriers and discrimination faced by transgender athletes, LGBTQ+ individuals, and women who are often excluded due to traditional gender norms in sports.

The Campaign **Rising Together is an important milestone of the project**: the campaign is aimed to spread and disseminate the project output, starting from the [Good Practice Report](#) and the new research from the German Sport University. The official results of the survey will be presented on November 9-10 in Barcelona, along with outcomes and results of first campaign weeks, during the International Amateur Sports Forum “Sport Impacts All”, organized by CSIT – International Workers and Amateurs in Sports Confederation. Several presentations are expected in 2023 and 2024 within national sport competitions and events organized by project partners in Italy, Austria, Germany, Spain: the campaign will go on until Sept 2024 by supporting project pilots events on the field and human rights initiatives around Europe.

By having asked different groups of people a set of questions, we know from the first conclusions that media representations of women, transgender and intersex people are often biased and discriminatory. Moreover, while prior research, such as the Outsport initiative, primarily focused on visibility and support for LGBTI athletes, the current project expands its reach to encompass and investigate the role of prejudice within organized sports, practitioners, managers, and more.

Rising Together, objectives: raising awareness and disseminating knowledge

The campaign will be launched for the European Week of Sport with social media actions and stories from transgender, intersex athletes and allies in sports, in 4 different languages. It strives to emphasize the fact that every individual has the fundamental right to engage in sports, irrespective of their gender identity or sexual orientation. Therefore, SGS aims to spread knowledge and tools that can facilitate inclusion within the world of sports. Therefore, the campaign's target audience is diverse, reflecting the multifaceted nature of the challenge:

- Sport Practitioners and Educators: Those seeking information and guidance on transgender and intersex individuals in sports.
- Sport Clubs: Organizations eager to embrace inclusion but lacking access to essential knowledge and tools.
- Sport Organizations and Federations: Entities capable of reshaping policies based on new research outcomes.
- NGOs, Institutions, and Decision-Makers: Those looking for credible information to counteract conservative propaganda.

An audience analysis questionnaire has been carried out towards 40 people in the participating countries (Austria, Italy, Spain, the Netherlands, Germany) belonging to the target groups, in order to investigate the narratives about the topic and build the campaign concept.

The change we want through the Raising Together campaign: paving the way for inclusion

The campaign message is clear and resonates with a call to action: "Rising Together- Open your sport to all genders and sexualities!" It underscores that sexism and transphobia only create divisions and hinder progress. Just like in sports, our goals in life can only be achieved when no one is left behind.

In the ongoing discussions about whether transgender athletes have an advantage and how to make competitions fair, this campaign takes a different approach using rugby as an example. Rugby is a tough and physical sport often associated with masculinity. The campaign wants to show that even in a sport like rugby, there are differences among players. Some are taller and bigger, while others are thinner and faster. These differences are important in rugby, especially in situations like the lineout lift, which is shown in the campaign's visuals. **In rugby, as in many other sports, having diverse body types is a resource, not a weakness.**

Diversity is therefore celebrated as a source of strength, with the campaign emphasizing that opening sports to all genders and sexualities will elevate us to new heights. SGS encourages everyone to explore its tools and good practices, reinforcing that change begins right on your pitch, your field, your court.

Disclaimer: This publication is part of the project "Sport for all Genders and Sexualities- Tackling Sexism, Trans- and Homophobia in European Grassroots Sport" (SGS), 2022-24, funded by the European Commission under the Erasmus+ Sport Programme.

Views and opinions expressed in this publication are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the granting authority can be held responsible for them.

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