

FIER-PLAY presents the PRIDE HOUSE



JULY 2024



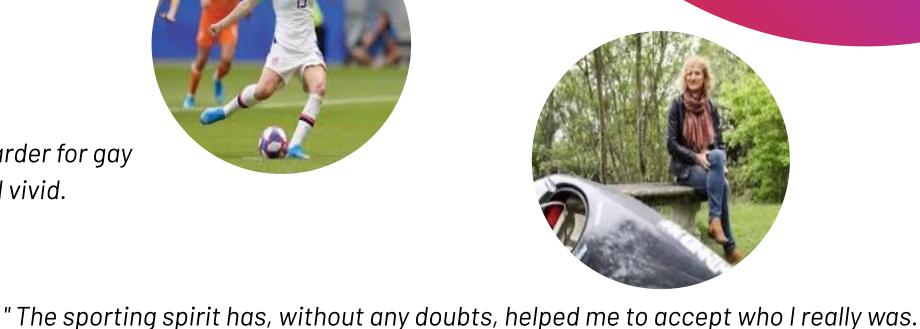
The starting point

LGBTI + and sport, a responsive topic

"Sport is one of the last bastions of homophobia. And it's even harder for gay athletes. The stereotype of male virility and homosexuality is still vivid.

Megan Rapinoe - American international Footballer





Sandra Forgues - Olympic canoe champion



"It is a topic that still remains taboo and I would like to break down all these barriers." Jérémy Stravius - Olympic swimming champion

"I want to believe that one day, we will no longer need, in France, to come out."

Astrid Guyart -Escrimous



"Education is a fundamental pillar [...]. We have to teach the richness of our differences, explain them so that everyone respects them."

Pierre Rabadan - Former rugby player and politician

Book: "Sport & Pride written by the FIER Foundation and the Think Tank Sport & Citizenship, 2021

During summer 2024, while the greatest athletes, spectators and decision-makers from all around the world will be in France.

The Pride House will be opened to the whole ecosystem to promote access to sport to the highest number without any discrimination.

Pride House · Paris 2024

Placed under the leadership of the Fier-Play association

Pride House will be organized with:

- Paris 2024 and its partners
- The Ministry of Sports and the Olympic and Paralympic Games,
- The Ministry of Equality between Women & Men, Diversity and Equal Opportunities, DILCRAH,
- La City of Paris, the Region lle de France, Seine-Saint-Denis Departmental Council,
- The CNOSF, the CPSF and the sports movement.

Pride Houses borne by the LGBTI + community of host countries





Fier-Play, created in **2021**, is an association under the French Law of 1901, and is placed under the **Foundation FIER**

Purpose of the Association:

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To act for fair-play, inclusion, equality and respect of people in sport regardless of their gender, sexual orientation, gender expression or identity.

FIER Foundation

INCLUSION FOUNDATION FOR A RESPECTFUL ENVIRONMENT

Foundation placed under the patronage FACE Foundation, recognized as public-interest & charitable organization



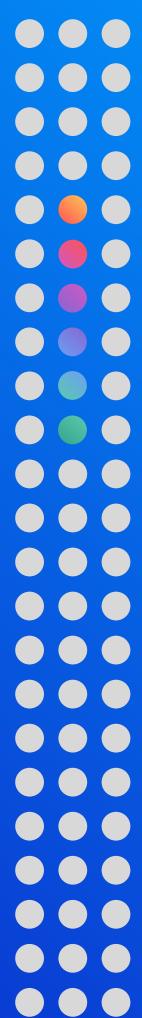
Strengthening the **Inclusion** in sport and culture, give more **Visibility** to the LGBTI + sport and culture, making it more respectful of **Diversity**.

Created in 2015, inheritance of the 2018 Paris Gay Games which gathered:



- 10,300 participants from 91 nationalities,
- 36 sports/14 cultural events,
- +50 sites activated for 9 days, 8 prefectures.





PRIDE HOUSE - PARIS 2024



Project Funding

Fund Projects
Associative



Missions





Advisor

Provide pragmatic and actionable recommendations





Labelling & Naming

Review & Audit entities and association, and grant a Label to recognize efforts & engagement





Pride House and Major International Sports Events



The Pride House for the Olympic and Paralympic Games of Paris 2024 is the 24th one



Paris 2023 shall pursue the commitments and engagements of all the countries engaged into promoting Human Rights and extend this legacy and long-term values of the Games.













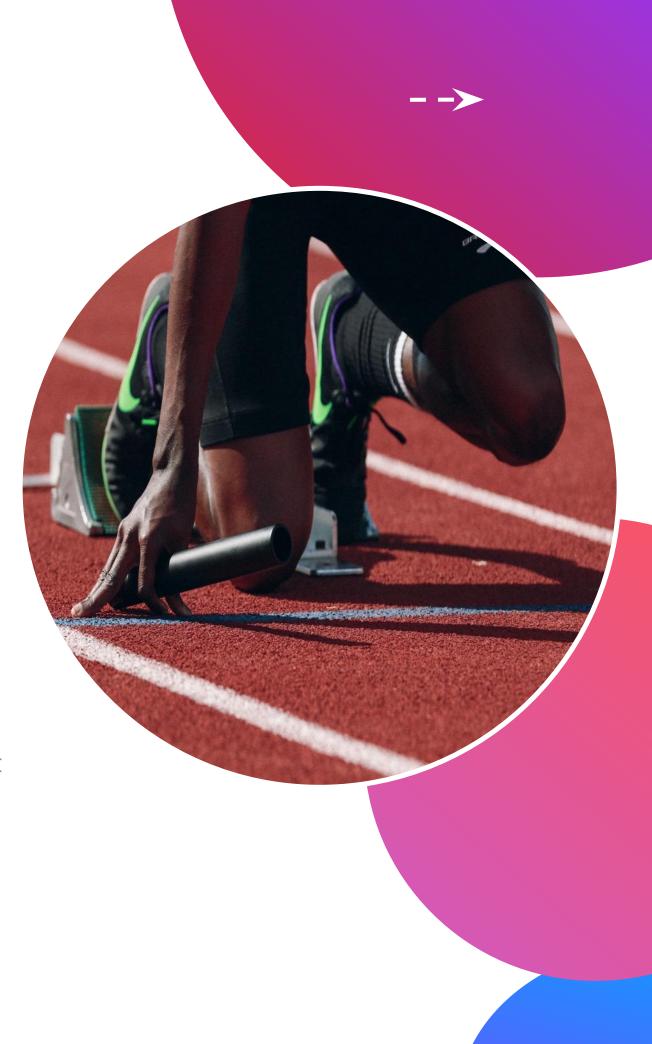


Being More Inclusive in Sport



The key concepts and components of Pride Houses

- Propose a welcoming and friendly place to welcome LGBTI + athletes, supporters, their allies and the more globally all attendees to the event;
- Raise awareness with pedagogical actions, sportive, cultural and festive events;
- Visibility of LGBTI + people during the event, in sport, in society and valuing the differences;
- Combating discrimination, violence or taboos relating to sexual orientation or gender identity in sport, and facilitate inclusion and respect for diversity;
- Sport is a universal right and must be accessible to all and all without discrimination;
- Sport is a tremendous lever and contributes to major changes in society.



Main Axes of the French Edition

The beginning of the "Living-together"



Raising Awareness & Visibility

- ▶ **Educate** the public on LGBTI + in sport
- Visibility of LGBTI + people in sport, during and after the Games and to promote testimonies and model roles
- Call for universal decriminalization of homosexuality



Participating to a unique event

- Celebrate and attend to the Olympic Games with festive events
- **Promote** meetings with Athletes who came-out and allies



Heritage Pride House: Education & Training

- Propose **operational recommendations** or solutions as well as common approaches for the all the sports stakeholders, on the inclusion of LGBTI + people in and through sport
- **Training** volunteers, sports organization to welcome LGBTI + athletes
- Raise awareness through new tools, accessible and tailored to all audiences



A Pride House for everyone, everywhere



The Pride House Central to Celebrate and Participate to the Games

A central location where a program will be proposed:

- Festivity: welcoming all Athletes who came-out and allies, celebration of medals, cocktails, parties ...
- **Pedagogical**: organisation of moments of exchange on LGBTI + and sport
- **Sportive**: sports and user-friendly meetings, inclusive sports demonstrations and free practices ...
- Cultural: exhibitions, chorals, cabaret, drag queens and car parks, projection of films ...



"Pop-Up Pride Houses": the Mobile Version

Pride Houses to meet attendees and tourists and raise their awareness:

- Mobile structures (barnums, scooters) in streets to official sites; in all major area of Paris, the suburbs, the partners ...
- Marketing operations: mini-surveys and quizzes, quick chats, visuals in favor of inclusive sport and fair play.

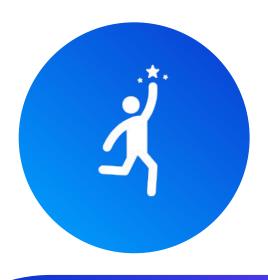


Accessible Everywhere during and after the Games

The **digital version of Pride House** to follow live news of Pride House, watch and play-back audio and video podcasts (interviews of athletes, sports representatives, ...), access to a knowledge base (the laboratory, guides and tools, articles, emergency numbers ...), find a map of LGBTI + places, etc.













THE FAN ZONE RAINBOW

Follow LGBTI + athletes and allies.

Retransmission on large screen in a user-friendly space

CELEBRATION OF LGBTI + ATHLETES

Celebrating LGBTI + athletes with the public, all attendees and with private, institutional and charitable partners and organizations

SPORT AND CULTURAL PROGRAM

Numerous events: photo exhibition, projection of films, demonstrations and approaches for inclusive and/or non-gendered sports ...

EVENTS AND FESTIVITY

A series of evening events to be organized

To Celebrate and Experience the Games

During the Olympics Games: Rosa Bonheur sur Seine

DOCKS

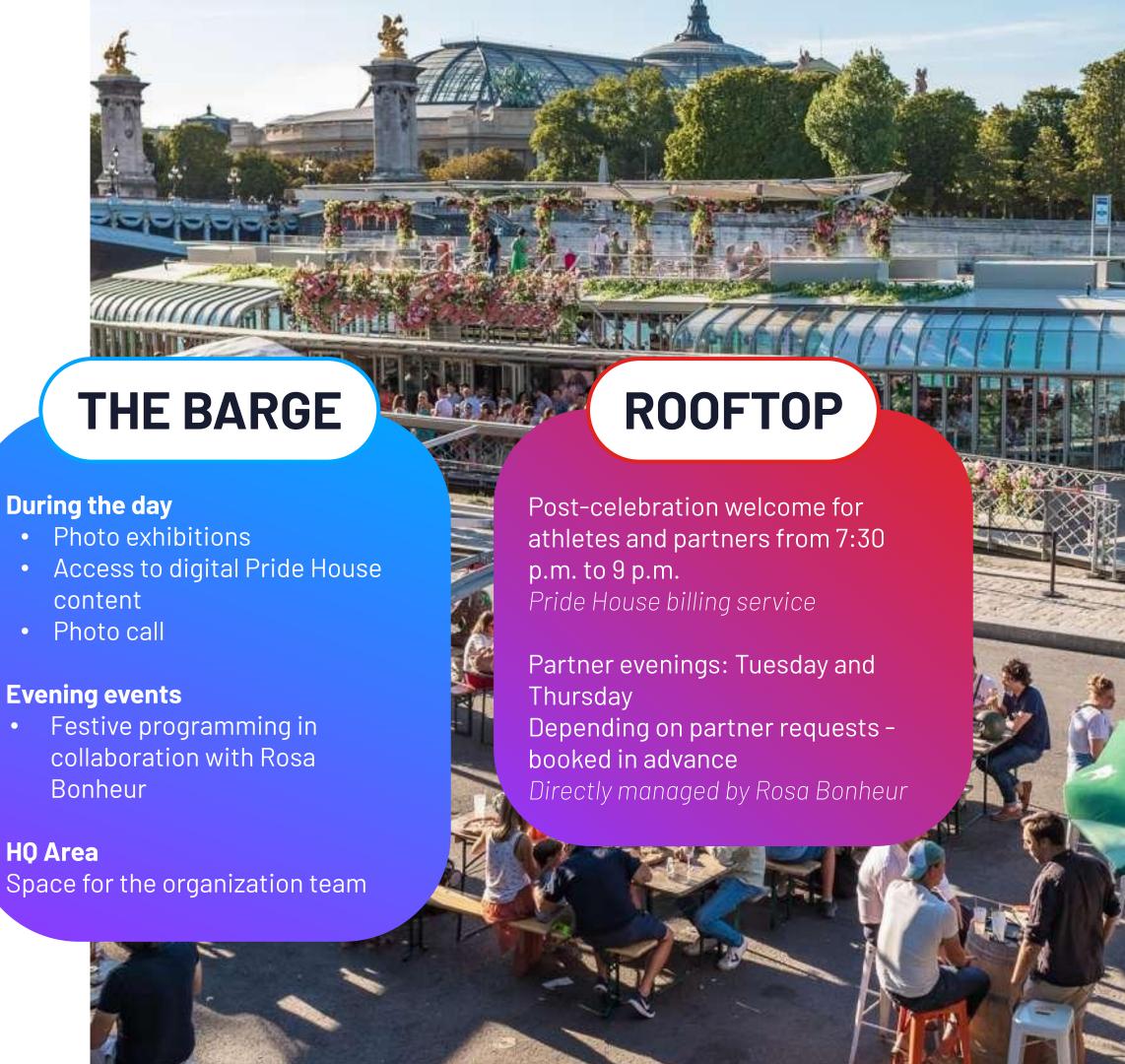
Fan Zone layout

- Giant screen deckchairs
- Stage for athletes' celebrations (podium)

Open-access sports facilities

- Petanque
- Table tennis table
- Badminton

Depending on available space



Club France

(During the Paralympics Games)









Pride House Pop-Up









Mobility to be closed to spectators, young and adult audience, athletes, partners Raise awareness in a funny way (quizzes, goodies ...) and sports and cultural programme depending on the location

Main areas of Paris and Suburb, streets-events and Partners locations

Barnum, tricycles, electric vehicle and the team of volunteers

Mobility and Accessibility to Raise Awareness

Pride House Digital









Using digital tool to follow live-events, identify the sportive and competition locations, and the full program of the different events

- The full programme sports, cultural and festive activities of Pride House.
- The Fan Zone Rainbow
 Retransmission Program
- Pride House Store
- More info: Map of LGBTI + places, emergency numbers ...

Audio and video podcasts with LGBT athletes +, and allies, representatives of the sports world, institutional partners and organization.

The Heritage Pride House France 2024

- A page with a knowledge base
- Education: flash-back on topics addressed in the "LAB"
- Training: Possible training interventions (modules-booklet ...)
- Awareness: The Public's quizz

To Follow the Games Everywhere

Pride House-Legacy

Education-Training-Awareness







EDUCATION: "THE LAB"

To ensure the recommendations formulated by the Foundation FIER are operational and implemented, by proposing actions to all sports organizations and stakehholders.

3 Thematic topics discussed.

TRAINING

- Training module and inclusion booklet to better accommodate the LGBTI + public
- To the leaders, athetes, employees, coaches, volunteers ...

AWARENESS

Quizz to the public, the media, the sports world ... to raise awareness of the LGBTI + issues in sport

For a more Inclusive Sport

« THE LAB »

Objective



Provide operational turnkey solutions to promote LGBTI+ inclusion in sport

Three themes



Sport & homosexuality: towards a more inclusive sport

At the request of the CNOSF



Trans and non-gender people in sport

At the request of the Ministry of Sports



Women and lesbians in sport

At the request of the City of Paris

PLANNING



January 2024

- Creation of 3 workshop teams
- Launch of the first working meetings

1st half of 2024

- Incubation period
- Creation of renderings
- Preparation of public rendering

July 2024

Evening public rendering of the LAB with operational solutions of the 3 themes before the opening of the Games with guests, testimonies...



In a few words

Pride House is:

A House, a Place

- **24th Pride House** Since 2010
- Organized by Fier-Play with Paris 2024 and the support of the public organizations under the patronage of the "Pride House International".
- A Pride House to welcome Athletes who came-out LGBTI + persons, supporters and allies.
- Mobile Pride Houses to meet all attendees
- A Digital Pride House (podcasts, knowledge base and awareness tools ...).

Actions

- Propose recommendations and a common approach to the sports community on the inclusion of LGBTI+ persons into the sport
- Call for an Universal decriminalization of homosexuality.
- Raise awareness of the public and all stakeholders of the sports community.
- **Visibility** of LGBTI + athletes during the event, in sport and society as a whole.
- Educate, using new tools adapted to all audiences, to all bodies.
- Celebrate and Participate to the Games
 Around festive animations ...



EVENTS AROUND

Sports
Culture
Parties
Education

Partners to date



Liberté Égalité Fraternité

MINISTÈRE CHARGÉ DE L'ÉGALITÉ **ENTRE LES FEMMES ET** LES HOMMES, DE LA DIVERSITÉ ET DE L'ÉGALITÉ DES CHANCES

Égalité Fraternité



Private partners







Délégation interministérielle à la lutte contre le racisme, l'antisémitisme et la haine anti-LGBT











International Olympic Committee



























FOR MORE INFORMATIONS



Press team

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