



**EUROPEAN
PRIDE** ORGANISERS
ASSOCIATION



Annual Report 2018

Welcome, from our President



In the last year, right after our meeting in London where we set our strategic goals, we have re-branded our external communications to a much

more accessible and understandable term - EuroPride - that will hopefully become a more known and widely used name for EPOA in the very near future. I hope you have seen the new logo in our social media and noticed this in our communications, thanks to an amazing job done by our media coordinator Steve.

My work this year was much easier thanks to our secretary Sarah who has been an amazing addition to our team and of course thanks to the rest of our board. Building a team is always a challenge and I'm very grateful to my colleagues who put their heart into this work! Some of the board members come to an end of their term this year and some have decided not to continue on the board so we are sad to say goodbye but also looking forward to more diversity and hopefully healthy competition for board positions to get the best and most passionate people for the job. My goal in a year or so is to have fierce competition for every board position, just as we are expecting fierce competition for every EuroPride in future.

In the last 12 months I have taken every opportunity to talk about the importance of pride. It is the strongest and most visible advocacy tool we have for advancing

LGBTI rights and certainly the one with history to prove it! At conferences and in speeches, interviews and articles I have always emphasised how important the pride movement is across Europe and beyond, and how solidarity helps every LGBTI person not to feel alone.

I've been talking about the visibility and power of EuroPride in countries and cities where it is still a struggle to hold a parade or a demonstration for human rights. And we don't always need to be there waving the EuroPride flag. Our goal is to share knowledge and use the network we have to provide the local LGBTI community with the best tools possible to build their own pride movement. I am especially excited about the Balkans initiative that we hope to support the best we can.

I am thankful to my fellow board members who have attended many prides this season! With Baltic Pride taking place in Riga in June I had limited opportunities to participate at other events this summer but I am very happy to have been at Baltic Pride, Thessaloniki Pride, and at EuroPride 2018 in both Stockholm and Gothenburg. I also had a chance to experience the amazing Sydney Mardi Gras in February when this historic event celebrated its 40th anniversary. We are far apart but just like Eurovision we also embrace geographical diversity in our work and don't shy away from partners in different regions or continents!

Following the huge success of EuroPride

From our President continued

in Stockholm and Gothenburg, the first time ever hosted by two cities, we are excited about EuroPride 2019 in Vienna and can't wait to be a part of this magical experience of Europe coming together once again in one pride, EuroPride.

Of course, 2019 will also be a hugely important year on the international Pride map, as WorldPride is celebrated in New York for the 50th anniversary of the Stonewall Riots which led to the creation of our movement. It is certain to be a year to remember.

Looking further ahead, it is so encouraging to see interest in EuroPride continuing to

grow. As our EuroPride coordinator Stein says in his report, we already have expressions of interest from members who'll bid to host in 2022 and 2023. It is encouraging to see interest growing, and that's down to the passion of all our members who work so hard to create Pride events.

So, *thank you* for all that you do, and for your ongoing support of our Association.

We really are moving millions in Pride!

Kristine Garina
President

From our Secretary



In my first year on the board I have enjoyed meeting and networking with a number of our members and getting to understand the challenges and

successes of Pride organisations across Europe. I have felt very welcome on the Board and in all the cities that we have visited for our meetings.

Highlights for me of the year include being able to march in my first Pride parades in Thessaloniki, on the Isle of Wight and at EuroPride in Stockholm and Gothenburg -

proudly waving our flag at all of them. Attending HOSI-Wien's Rainbow Ball in Vienna will be another memory I hold for a very long time!

In joining the board, I am pleased to have had the opportunity to understand more about the Pride movement within Europe and globally and to add my voice to those championing and supporting LGBTI communities and individuals around Europe. It has been an eye-opening and exciting journey and I cannot wait to continue it in 2019!

Sarah Barron
Secretary

Strategy & Action Plan 2018

The Board met in London soon after the 2017 AGM to agree an Action Plan for activities in 2018. The Plan was circulated to members in December.

Planned activities were grouped under four broad headings.

Organisational growth

- Increase visibility using 'EuroPride' overarching brand
- Development of diversity within the organisation
- Ensure professionalism in all our activities
- Improve and maintain relationships with key external partners
- Promote our role in advocacy

Financial stability

- Develop a financial plan for 2018
- Explore additional funding opportunities outside of membership and EuroPride
- Create a working group to review EuroPride fee structure

Capacity building

- Host webinars for member Prides
- Assess the support needs of member Prides
- Send Human Rights Coordinator to relevant events, such as the ILGA-Europe conference



Strengthening EuroPride brand

- Create the EuroPride advisory board
- Create a EuroPride communications guide, to assist EuroPride hosts
- Start to build a EuroPride archive
- Generate media coverage through development of positioning

Board members' individual reports in this Annual Report demonstrate the significant progress made towards this Action Plan in the first eight months of the year. We anticipate having achieved all of these targets by the end of the year.

InterPride
International Association
of Pride Organizers

We continued our cooperation with InterPride throughout the year, and this included our participation on their Restructuring Committee, and development of a Memorandum of Understanding that we hope to agree very soon.

EuroPride



First of all I must congratulate Stockholm Pride and West Pride, Gothenburg on a well executed EuroPride in August, the first one to be held

in two cities. This was a EuroPride packed with more than 1,000 events, and record breaking numbers in the parades and the Pride parks in each city. The Human Rights Conferences gave an opportunity to focus on European and broader international topics. There will be an evaluation and presentation at the AGM, but we will still use this Annual Report to congratulate the organisers on an amazing event!

This year we take a break in applications for EuroPride, as WorldPride has been awarded to Copenhagen Pride for 2021 and, by convention, when WorldPride takes place in Europe, we do not award EuroPride status for the same year. We send our warmest congratulations to the Copenhagen 2021 team on their successful bid, and we hope all our members engage in making this a successful event, and that you all participate.

It seems that the focus on EuroPride among our members has increased, and we already have letters of intent for both 2022 and 2023. We emphasise that the formal process hasn't yet started for these years, and letters of intent for EuroPride 2022 only have to be submitted to us by

the end of March next year.

However, we're delighted that Belgrade Pride (Serbia) and Winter Pride Maspalomas (Spain) have already sent letters of intent for 2022, and Allied Rainbow Communities (Valetta, Malta) have declared their intent for 2023!

In general, the Board keeps in touch with several of our member organisations that are considering applying for a EuroPride in the future. Our goal and aspiration is that every year we have a minimum of two applicants. In this way we can keep evolving the concept and the awareness of EuroPride as a brand.



Finally, please show your Pride's support for EuroPride 2019 in Vienna by regularly sharing their website and social media links in the run-up to their event in June. You'll find their details on the last page of this Annual Report.

Stein-Runar Østigaard
EuroPride Coordinator

Human Rights



For the last two years, 25% of all membership fees have been allocated to our Solidarity Fund, which replaced the Scholarship Fund. The Fund

has a broad scope, and can award scholarships for the AGM, but also small grants to members that need additional funding for public actions or events that seek to promote awareness and a better understanding of LGBTI communities. As our AGM provides a unique opportunity for its members to meet and network, to share experiences and best practices, and to be strengthened in their Pride engagement, the majority of the funds will continue to go to scholarships.

During the AGM in Gothenburg in 2017, the Solidarity Fund provided scholarships for three members to join the conference, from Lithuania, Serbia, and the UK. We hope that the numbers will increase in future years.

During 2018, the Board decided against inviting applications for small grants, due to limited funds in the Solidarity Fund. Applications for small grants will open in early 2019. However, the Solidarity Fund provided funds so that Pride organisers from across the Balkan region could meet with each other and with us during our Board meeting in Thessaloniki, in June 2018. During the meeting, we talked about issues of concern for them in organising

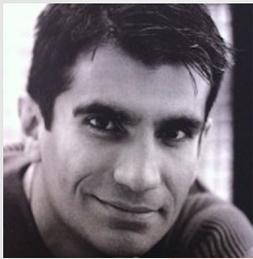
Pride, and how EPOA and its members can assist them. It was a very good meeting, and since the meeting we have been working on developing a seminar for Pride activists from the Balkan region, hoping to be able to hold this during 2019. One of EPOA's strategic goals is to increase our capacity-building work, including supporting regional networks, so we are very happy to be making this happen.

During this year's EuroPride, two Human Rights Conferences were held, one in Stockholm and one in Gothenburg. EPOA was of course present at both events, and at the conference in Stockholm, the president of EPOA, Kristine Garina, participated in a seminar on shrinking space – how to keep on working with Pride festivals and to be an open LGBTI person in Europe today, with participants from InterPride, Italy and Hungary.

Lastly, as this will be my final year on the Board, I would like to take the opportunity to say 'thank you'. During these four years I have had the privilege to work with the rest of the Board on driving the organisation forward. It has truly been a pleasure, and I am very happy to have met, and learned from, so many wonderful people from our membership. I wish my successor as Human Rights Coordinator, and everyone in the European Pride movement, all the very best.

Mattias Kristoffersson
Human Rights Coordinator

Conference & AGM



Since the 2017 AGM in Gothenburg, I have continued to work to achieve the mission of EPOA. During the last International Tourism Fair of Madrid in

January I made a special promotion for EPOA at Madrid Pride stand in the LGBTI area of the fair. I also showed a presentation of our organisation and the final report from WorldPride Madrid 2017, and Madrid Pride 2018 on the LGBTI stage.

I presented the campaign 'Madrid Destino de la Diversidad' ('Madrid Destination of Diversity'), an international campaign that shows all the actions carried out in Madrid for the LGBTI community and all those actions carried out abroad promoted by Madrid Pride in collaboration with the Madrid City Council. Throughout the campaign, it was noted that Madrid Pride is a member of EPOA and InterPride.

I promoted EPOA at events in Buenos Aires, Vienna, Bilbao, Riga, Thessaloniki, Ibiza, Torremolinos, Stockholm and Gothenburg. I also joined the third National Conference on Communication and Security in major events, making a presentation on the preparations, coordination and final results of WorldPride Madrid 2017.

In April, I attended 'Jour Fixe of the Vienna Tourist Board'. The activities from the Vienna Tourist Board has been focused on LGBT marketing.

One of the most important events next year will be EuroPride Vienna. Katharina Kacerovsky of EuroPride Vienna and the Vienna Tourist Board recommend WorldPride 2017 in Madrid as best practice and they invited to me to make a presentation. During Baltic Pride in Riga, I took part in the event 'Think Diversity!', the very first business conference focusing on diversity issues.

I have participated in several meetings with LGBTI organisations in Europe and across the world. In November 2017 in Buenos Aires I attended the 26th Marcha del Orgullo Buenos Aires (Pride Buenos Aires) and several meetings with LGBTI organisations from Argentina and government representatives from the city of Buenos Aires.

In March, we presented 'The Best Day Of My Life', the movie of WorldPride Madrid 2017. It is a documentary about two Russian LGBTI activists, a Ugandan lesbian activist, a gay sportsman with a hearing impairment from France, and two transgender women from Almería and Barcelona, who meet and live in WorldPride Madrid 2017. They tell the story of their lives and how WorldPride changes them forever. The film was in collaboration between 'Prisa Video-EL Pais', Madrid City Council and WorldPride Madrid 2017 Committee.

As Conference Coordinator I worked with our partners West Pride to organise our AGM in Gothenburg, Sweden, in

Conference & AGM continued

September 2017. This was the highest-attended AGM in our organisation's history. Similarly, I have worked closely with HOSI-Wien, hosts of EuroPride Vienna 2019, in the organisation of the 2018 AGM. I also worked with my Board colleagues to arrange our meetings in London, Vienna, Bilbao, Thessaloniki and Stockholm.

Finally, I have been working to develop a document, 'EPOA AGM Bid Requirements and Selection Process' that will be

presented at a workshop during the AGM in Vienna, to be discussed among all attendees and finally presented to the Board and the AGM. This document will include all the requirements and needs for the cities that in the future want to host an EPOA AGM as well as make clear the process of selection of the candidate cities.

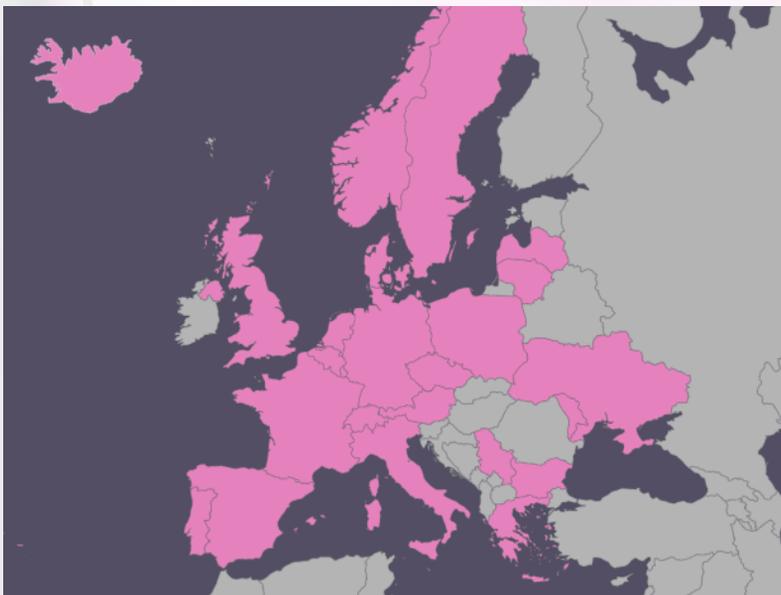
Juan Carlos Alonso Reguero
Conference Coordinator

Our reach

The European Pride Organisers Association covers all 47 countries of the Council of Europe, and Belarus. A number of these countries don't have active Pride organisations, and so our goal is to help in building the Pride movement across Europe. We now have member organisations in 25 of these 48 countries.

The Balkan Pride Initiative, for which we are currently seeking funding, will help to grow the Pride movement in that region, and we hope that many of our partner organisations will join us on this project.

A full list of members can be found on page 14 of this Annual Report, and an interactive map can be found on the Members page of our website.



Membership & Outreach



Our two main areas of focus for membership growth are through building the brand and name recognition to attract new members and forming strong

alliances with national platforms.

Two such partnerships have resulted in a large interest from the UK through the UK Pride Organisers Network and in Germany through CSD Deutschland. Both have continued to be valuable partners in the growth of EPOA. We have also welcomed Svenska Pride, the Swedish platform.

My aim is to continue this strategic partnership building with other existing national platforms as well as to support Prides in setting up such organisations. The increased visibility we have created for EPOA through different media and our increased presence at different Prides and conferences has proven valuable.



One such event was the presence of Sarah Barron (Secretary), Steve Taylor (Media & Communications) and myself at UK Pride on the Isle of Wight. We hosted a small reception (pictured) for 50+ Pride organisers from around the UK, and were joined by Conchita Wurst and the EuroPride 2019 team from Vienna. We recruited seven new members from the UK at that event.

In 2018, we had 40% membership growth with 20 new members. We now have 66 full members and three associate members.

Key success indicators for 2019 will be:

- Membership growth to reach 100 members by AGM 2019.
- Continued support of and participation in regional networks, both established and unofficial.
- Increased visibility and support to prides in need in volatile regions.
- Develop close partnership with national umbrella organisations to identify new prides.
- Promote the associate membership for national umbrella organisations.
- Increasing of the EuroPride license fee to provide EPOA with further project funding for small pride members.
- Develop funding streams through corporate partnerships to benefit all members.

Ruben de Keyser
Membership & Outreach Coordinator

Media & Communications



When I took on responsibility for media and communications for EPOA, I developed an ambitious Communications Strategy for the

organisation. It set high targets and aimed to position us as the go-to source for information and comment on the Pride movement in Europe.

Two years on, I'm pleased to report that we have not only met those targets, but surpassed them. In our communications with members, in traditional media, on social media, and in public engagement we are leaping ahead. And, I'm delighted to say, we are being noticed.

In the last year, we have featured in print, online and broadcast media throughout Europe, including respected news outlets such as *Metro*, *Dagens Nyheter*, *The Guardian*, the BBC's *Newsnight* programme, and newspapers across Europe. Our President has given numerous media interviews for both print, broadcast and online throughout the year.

Our social media channels have seen exponential growth. Our Twitter audience has more than doubled to 2,600 followers, our Facebook has tripled to more than 7,300 'likes', and on Instagram we have gone from nothing to more than 1,300 followers. We share content daily, from news stories relating to Pride, to content from our members. We're seeing an increasing number of enquiries from the

public across our social channels, too, and through negotiation with Twitter we took over the @EuroPride handle from a dormant account.

I have also tried to innovate through our social media, to see what levels of engagement we could create. During the Eurovision final in May, as each country's song was performed, we tweeted about LGBTI rights in that country, and their country's history of hosting EuroPride. That one evening alone we had more than 30,000 impressions on Twitter, and gained more than 200 followers.

Eagle-eyed members will notice that in recent months we have been publishing, each week, a graphic showing the Prides taking place that week in Europe, both members and non-members. I'll admit that we haven't always got it right, but the response has been encouraging. We plan to continue this into the future.

We relaunched our Newsletter in November 2017, and from February 2018 this has been sent monthly to all members, with a digest of activities from our members, news from across Europe, and information on events, seminars, elections and other useful information. Our members seem to like it – roughly 50% of members open and read each edition. We welcome all feedback, and if members have information they'd like to include, be sure to send it to me.

Over the next twelve months, should I be re-elected, I plan to continue to innovate

Media & Communications continued

and diversify our communications, looking for opportunities to spread the Pride message as far and as wide as possible. Maintaining our communications takes a great deal of work – every day – and so members’ support is appreciated.

I very much encourage all members to

send me content they would like sharing, and I’m happy to support and advise members with any questions or queries they have about their own communications, so feel free to get in touch!

Steve Taylor
Media & Communications Coordinator

Channel	Followers Sept 2016	Target for Dec 2018	Followers Aug 2018
Facebook	3,400	5,746	7,350
Instagram	32	1,800	1,530
Twitter	900	2,025	2,723

27,450,000

potential reach for all EPOA media coverage

9,982,442

total reach of EPOA social media posts

47

media interviews, or enquiries from journalists

15,396

engagements on our Facebook page on one day in May 2018

16%

average engagement on our Facebook posts

14%

average engagement on our Tweets

From our Treasurer



The Treasurer's main task is to take care of the organisation's finances. Therefore, the majority of the tasks included bookkeeping, issuing invoices,

making bank transfers, dealing with debtors and other similar tasks, and also ensuring we avoided unreasonable or unnecessary spending.

We closed 2017 with a surplus of €3277.85. Our liquidity is protected as we have sufficient assets on our accounts. The financial charts for 2017 are opposite.

The surplus was achieved primarily by the new fee structure and a donation from Madrid WorldPride. Our major expenses included the Board's operational costs (incl. travel and accommodation), the AGM and EuroPride related costs, as well as insurance payments. Our revenues came primarily from the members' fees and the donation from Madrid WorldPride. Our current assets (at 10th August 2018) are €9246,82 (over budget).

However, it is worth pointing out that as we are a not-for-profit organisation, it is not our goal to earn and accumulate funds. On the contrary, our goal is to spend the funds on whatever the current needs of the organisation and the members are. I am of an opinion that with the new fee structure and Solidarity Fund we have started to succeed at doing exactly this.

Moreover, as a member of the Board, I have participated in all of the Board's meetings and actively contributed in all of the discussions. More specifically, I have shared my opinions on current issues as well as the strategic plans for the future. I have always been happy to give my input as well as my thoughts based on my experiences.

In addition, I have represented EPOA at many events in Poland and other countries, such as Vienna, Gdansk, Lodz, Gothenburg, Berlin, Thessaloniki, Madrid, Stockholm, and Tel Aviv.

Finally, I am also very happy to report, that despite the fact that this role has demanded a lot of my personal time, as well as personal financial contributions, I have wholeheartedly enjoyed it. I am truly proud that I was able to contribute to the Pride movement in Europe in this particular way.

Tomasz Baczkowski
Treasurer

Note on the Financial Information

Our financial year runs from January to December. The information shown on the next page relates to the year ending December 2017. Full accounts for the year ending December 2018 will be presented at the AGM in autumn 2019.

Financial information 2017

Income

	€	€
Membership	9594	
EuroPride application fee	1000	
Solidarity Fund	3198	
Funding/Sponsorship	3000	
Other income	6	
Total income	16,798	16,798 +

Expenditure

	€	
Memberships	150	
Website & Email	500	
Financial costs	32	
Board meeting costs	1037	
Board travel/accom	5114	
Board expenses	870	
AGM & Conference travel	947	
AGM & Conference costs	567	
AGM Scholarships	1449	
EuroPride reception	1405	
Merchandise / collateral	986	
Solidarity Fund meetings	148	
Solidarity Fund travel/accom	300	
Other Solidarity Fund	63	
Total expenditure	13,570	13,570 –

Profit / Loss at Year End **3,228 +**

Assets

	At 01.01.17	At 31.12.17
Bank account	€9,861.99	€12,984.56
Savings account	€3,108.07	€3,113.35
PayPal	€86.47	€186.47

The EPOA Annual General Meeting held in Gothenburg, Sweden in September 2017 elected Roberto Muzzetta of member organisation Arcigay Milano to be the Auditor. He will report to the Annual General Meeting in Vienna, 7-9 September 2018, and his report will be recorded in the Minutes.

Members

List correct at 10 August 2018

* Indicates a new member in 2018

Allied Rainbow Communities, Malta*
Amsterdam Pride, Netherlands
ARN Culture Festival, Spain*
Athens Pride, Greece
Barcelona Pride, Spain
The Belgian Pride, Belgium
Belgrade Pride, Serbia
Bergen Pride, Norway
Bilbao Pride, Spain
Budapest Pride, Hungary
Caserta Pride, Italy*
Cologne Pride, Germany
Copenhagen Pride, Denmark
CSD Bregenz, Austria
CSD Düsseldorf, Germany*
CSD Graz, Austria*
CSD in Konstanz, Germany
CSD Magdeburg, Germany*
CSD Mönchengladbach, Germany
CSD Nordwest, Germany
CSD Rhein-Neckar, Germany
Cumbria Pride, UK
Doncaster Pride, UK*
Fierté Montpellier Pride, France
Fierté Tignes Pride, France
Fundacja Rownosci, Poland
Gay Pride de Strasbourg, France
Genderdoc-M, Moldova
Hamburg Pride, Germany
Hampshire Pride, UK*
HOSI-Wien / Vienna Pride, Austria
Ibiza Pride, Spain*
Isle of Wight Pride, UK*
Kyiv Pride, Ukraine
LGL / Vilnius Pride, Lithuania
Madrid Pride, Spain
Malmö Pride, Sweden
Maspalomas Pride, Spain*
Milano Pride, Italy
Mozaika / Riga Pride, Latvia

Oslo Pride, Norway
Oxford Pride, UK*
Porto Pride, Portugal
Prague Pride, Czechia
Pride Azores, Portugal
Pride Cymru, UK
Pride Edinburgh, UK*
Pride in Gloucestershire, UK*
Pride in Hull, UK
Pride in London, UK
Pride in Newry, UK*
Reading Pride, UK*
Reykjavik Pride, Iceland
Roma Pride, Italy
Rotterdam Pride, Netherlands*
Roze Zaterdag, Netherlands
Stockholm Pride, Sweden
Thessaloniki Pride, Greece
Torino Pride, Italy
Trondheim Pride, Norway*
Varese Pride, Italy
Warwickshire Pride, UK
West Pride, Sweden
Weston super Mare Pride, UK*
Winter Pride London, UK*
Winter Pride Maspalomas, Spain*
Zurich Pride, Switzerland

Associate Members

The following national Pride platforms are Associate Members of EPOA.

CSD Deutschland, Germany*
Representing 33 Pride organisations

Svenska Pride, Sweden*
Representing 50+ Pride organisations

UK Pride Organisers Network, UK
Representing 140+ Pride organisations

Board of Directors

The following people served as Directors for the year following the 2017 AGM:

Kristine Garina, President

Association of LGBT and their Friends Mozaika, Latvia

Sarah Barron, Secretary

Pride in London, UK

Tomasz Baczkowski, Treasurer

Fundacja Równości, Poland

Stein-Runar Østigaard, EuroPride Coordinator

Oslo Pride, Norway

Juan Carlos Alonso Reguero, Conference Coordinator

AEGAL / Madrid Pride, Spain

Steve Taylor, Media & Communications Coordinator

Pride in London, UK

Ruben de Keyser, Membership & Outreach Coordinator

Association of LGBT and their Friends Mozaika, Latvia

Mattias Kristoffersson, Human Rights Coordinator

Stockholm Pride, Sweden

The board met six times during the year, in Gothenburg, London, Vienna, Bilbao, Thessaloniki and Stockholm. The board wishes to record its thanks to those members who supported and hosted board meetings throughout the year: West Pride, Pride in London, HOSI-Wien, Bilbao Pride, Thessaloniki Pride and Stockholm Pride. We are also indebted to Switchboard for kindly hosting our meeting in London.

Want to host a Board meeting? The Board meets five times each year and is always looking for member Prides to host a meeting. The requirement is for a meeting from for Friday afternoon, all day Saturday, and Sunday morning. Please contact the Conference Coordinator to discuss!



See you at EuroPride in Vienna!
1st – 16th June 2019
www.europride2019.at



**EUROPEAN
PRIDE** ORGANISERS
ASSOCIATION

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Registered as an international not for-profit association
(AISBL) in Belgium, registration number 836.217.697

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