Redefining Strategies

The Estonian example.
Pride concept

- Tallinn Pride events 2004-2008
- OMA Festivals 2011-2014
- Cultural traditions, national history
- Strategic decision: no Pride parades
1. Mapping allies

- LGB organizations
- Human rights organizations
- Children’s rights organizations
- Professionals (lawyers, entrepreneurs, lobbyists, journalists)
- Politicians (individuals, parties)
- Representative unions (doctors, teachers, NGOs)
- Interested individuals (opinion leaders, parents/siblings)
2. The team & action plan

- Personal, informal, professional, and open
- Mapping direct links to/with an ally
- Strategy - making sure everyone is on the same page
- Definitions (language), public appearances
- Short term action plans, long term goals
- Neutrality, objectivity
3. Political reality

- Members of the government, parliament
- Chancellor of justice
- “Puppet masters”
- Relevant ministries & civil servants (justice, social affairs)
- Embassies (USA, UK, Sweden, Finland, Holland)
- Estonia’s diplomats (foreign policy vs national reality)
4. Activities

- Let’s redefine...
- Personal meetings with MPs
- Personal meetings with allied parties (social democrats, liberals)
- Personal meetings with potential future ministers
- Keeping allies informed regularly
- Turning an interest group into an asset (providing input)
- Public communication – minimizing LGB organization’s pro-activity, maximizing allies’ opinions
5. Window of opportunity

- Government change in 2014
- Enough time between elections
- Strong pressure – bring all allies together
- International support (embassies, EU, international organizations)
6. Action!

- Drafting the law
- One-pagers on real life situations
- Targeted meetings with media (editors in chief)
- Targeted meetings with supportive MPs (all parties)
- Initiation of the bill (40 MPs)
7. PR, sweetie, darling

- Media took “our” side, whoopsie.
- Weekly strategic media appearances (columns, editorials, portrait stories)
- Less “activists”, more “regular” people
- Let the allies do the talking
- Wait for the “opponents”… let their rhetoric and activities get hysterical, let the situation get worse, don’t react
- See who’s gotten angry at the situation, reach out with a solution
- Social media. Social media. SOCIAL MEDIA!
“Let’s protect families.”
“Thank you, however, my traditional family doesn’t need protection.”
News

- Prime Minister: Cohabitation Bill Will Make Society Healthier
- Editorial: minorities need protection
#KOOS

Postimehe spordireporter Mariel Gregor tunnistab esimest korda avalikult, et elab koos samast soost elukaaslasega ja kasvatab kahte last. Ta selgitab, kuidas kooseluseadus tema ja tema laste elu paremaks muudab.

Meil on äre luuletada hea meel, et Mariel julges oma kooselusiga avalikkuse ette tulla, ning me soovime temale ja ta perele ainult kõige paremat!

Altäh, aga minu traditsiooniline perekond ei vea kaitset shared a link.

October 8 4

Mariel Gregor: millest hirm, et homosuhted kuidagi eriliselt levima hakkavad? - Arvamus arvamus.postimees.se

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Btw, 20 aastat koos 😊
#20yearstogether — with Tanel Veenre.

You, Daniel Muldas, Mart Matteus Kampus, Tuuli Koor and 1,007 others like this.

View 19 more comments

Silvi Metaar vapper neine! soovin teie perele jättikud jõudu, rõõmu, armastust!

October 8 at 7:02pm · Like · 11

Mona Mägi Soomer Aga praegu on ju ka "nendel" lastel need samad vanemad, kes neid negun või ja lasteest viivad. See on ju juba reaalsus. Praegu jääb mulle, et kuigi see seadus väärt võetakse, siis usu, mida võiks. Ei ole midagi vähe, no need to see more.

October 9 at 7:03am · Like · 23
#KOOS

ÜTLLE LÄBI LILLEDE!

KOOS OLEME ÖNNELIKUD

Public - Hosted by Kadri Sikk and 2 others

October 8 - October 9
Oct 8 at 5:00 pm to Oct 9 at 9:45 am

Riigikogu
Lusti plats 1a, 15165 Tallinn, Estonia

Show Map

Daniel, Ann and 118 other friends went

GUESTS
2K went
163 maybe
13.6K invited

Po-ruussi - see jõul.
Neljapäeval, 9. oktoobril kogunes Riigikogu kooseluseas eelmist kolmandase lugemisele. Neljapäeva hommikul võidaks läbi 101 lillekimbu "altăht" kõhuköide riigikogusette, kes Eesti rigi headu nimetipäevaselt spelaa ühe kogu ülejäänud lilleedemi koos

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Kadri Sikk
Tallinn, Estonia

2023-10-08 15:00:00

2023-10-09 21:45:00

Public event

Location: Riigikogu, Lusti plats 1a, 15165 Tallinn, Estonia

2K went, 163 maybe, 13.6K invited

October 8 - October 9
5:00 pm to 9:45 am

In Russian:
On October 8, a public event was held at the Riigikogu, Lusti plats 1a, Tallinn, Estonia. 101 lilies were delivered during the first session, with more to come on the 9th. The event was attended by 2000 participants, 163 maybes, and 13,600 invited guests.

Kadri Sikk
Tallinn, Estonia

Event on October 8, 2023, from 15:00 to 21:45

Location: Riigikogu, Lusti plats 1a, Tallinn, Estonia

2000 attendees, 163 maybes, 13,600 invites

October 8 - October 9
5:00 pm to 9:45 am

#KOOS