

## Strategic Communications

In 2022, we launched a new strategic communications programme designed as the response to the needs voiced by the LGBTI movements during a Communications Needs Assessment we carried out in 2019.



Photo by [Mikala Shackelford](#)

Since 2013, we have been working to strengthen the LGBTI movements in Europe and Central Asia through strategic communications. Together with our membership and allies, we've analysed messaging and framing on LGBTI issues and prepared guiding materials. We've also provided grants to support communications work, organised trainings and skills-boost activities, and created other learning and experience exchange processes and spaces.

With our [2019 Communications Needs Assessment](#), two things became very clear: while existing capacities and

resources within the movements are not enough, there is a great wealth of communications knowledge and experience on which we can build and grow the movement's communication capacity. Therefore, with this programme we aim to close the gap between inadequate resources and the wealth of existing experience.

In order to support strong communications by LGBTI organisations and groups in Europe and Central Asia, we introduced different activities, including financial support and consultancy to build strong communications abilities; grants to support targeted communications initiatives; peer learning spaces, and a growing network of communications practitioners and experts. Our goal is to support a more effective strategic communications culture within the region and invite more collective thinking around shaping public narratives.

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To find out more about our Strategic Communications programme, contact our Senior Programmes Officer, Svetlana [here](#).

## See also



## News

26.09.2022

### call for applications: 'LGBTI Communications: Learning Journey Grants'

Introduction Earlier this year, ILGA-Europe launched a programme to foster stronger and more strategic communications across the European and Central Asian LGBTI movement and to [...]

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## News

12.04.2021

## **Join The Hub, ILGA-Europe's free Resource Sharing Centre for LGBTI activists in Europe and Central Asia**

Today we are publicly launching The Hub – ILGA-Europe's free Resource Sharing Centre for LGBTI activists in Europe and Central Asia.

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# COMMUNICATING FOR CHANGE

Report

19.04.2021

**Communicating for Change**



A communications needs assessment of the LGBTI movement in Europe and Central Asia, for donors to help create new grant opportunities to support communications efforts. [...]

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[Blog](#)

31.01.2020

## 5 things you can do to respond to the anti-gender discourse

Over the past few years in Europe and some other parts of the world, we have seen the rise of the 'anti-gender' movement, with opposition to LGBTI rights centralised around so-called "gender ideology".

[read more](#)



## News

24.03.2021

### **communications needs assessment of the LGBTI movement in Europe and Central Asia' launch**

You are invited to register for the activist launch of 'Communicating for Change: a communications needs assessment of the LGBTI movement in Europe and Central [...]



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## News

06.12.2018

### **Discover how to frame your messages about intersex issues**

Are you campaigning for intersex rights in your country? Are you supporting intersex groups in their campaigning efforts? Discover how to frame your messages about [...]

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# framing equality toolkit >

Report

21.11.2017

## **Framing Equality Toolkit**

This toolkit is a short guide to strategic communications, based on extensive research and building on the experience of activists and communicators from around the [...]

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Report

21.11.2017

## Testing Your Communications

This is a resource to help you test your messages. It is designed for campaigners who have little or no experience with message testing. When [...]

[read more](#)





## Report

27.01.2020

### Responding to the anti-gender movement

In the last few years ILGA-Europe worked on various fronts to better understand the anti-gender movement and its impact on public discourse and the lives [...]

[read more](#)



## News

25.01.2021

### **Watch a series of short campaign videos created by LGBTI activists**

Watch this series of short campaign videos created by LGBTI activists who got expert help to make easy, free homemade videos under lockdown conditions – and get some tips and inspiration for making your own!

[read more](#)