Come Out 2019
Daina Ruduša, Advocacy & Programmes Officer
Context

RAINBOW EUROPE

Reflecting the legal and policy human rights situation of lesbian, gay, bisexual, trans and intersex (LGBTI) people in Europe

May 2018

How did we calculate these scores?

Have a look at: www.rainbow-europe.org
Come Out Pledge 2019

ILGA-Europe’s Come Out campaign aims to mobilise support for the human rights of LGBTI people among candidates for the next European Parliament, and to inform and energise our member organisations and LGBTI communities across the EU to come out and vote!
Multi-layer campaign

- LGBTI organisations
- EP candidates
- LGBTI Communities
- Public
- Party groups
- Media

ILGA-Europe

Come Out
Messaging

How to talk about the societies we want to build in Europe

Our story
Our audience
Elements
Mingle mingle mingle

Framing
1. Coming up with narratives
2. Finding our audience
3. Testing

Survey
Economic wellbeing
A just eu
Participation

Fairy tales

Finding new narratives

A good neighbor is better than a distant friend.
What happened last time?

- Over 1200 signatories to the pledge
- Over 200 of them elected to EP
- Signatories from all member states except Romania
So what?

- New LGBTI allies
- Accountability of candidates
- Strong LGBTI Intergroup in EP
- Sense of ownership, belonging to EU among LGBTI communities
Come Out Pledge 2019

Coming soon...