MEMO

From	Frank van Dalen, VP InterPride
To	Board InterPride
CC	-
Date	December 5th, 2015
Subject	Pride Radar update 2015 and forecast 2016
Shared	This document was already shared and discussed within the Human Rights Committee. Comments from that meeting are integrated in this document.

Introduction

In 2014 PrideUnited as contractor for InterPride developed Pride Radar 2014. In 2015 this was followed-up with a report for 2015. The results were presented at the AGM Las Vegas. Objective for 2014 was to identify as many prides as possible. In 2015 the objective of data-collection was added to the task.

Work done

The work in 2015 was defined by the next steps:
- Check of 2014 database and make changes where needed
- Find new prides and add them to the database
- Define survey and sent them to pride organizers
- Analyze results and define report

In order to operate the process, the database is made webbased including the survey. This is all done in five languages (English, Spanish, French, German and Portuguese). A dedicated team has been working for months where the main task was 1) deep-searching the internet and 2) reaching out to the community.

Results

Number of prides listed:	AGM 2014 – 659 prides |AGM 2015 – 752 prides - +14%
	Since the AGM about 30 extra prides have been added
Qualitative data:	almost 80 prides have filled the survey
Pride Radar agents	a network of people working on pride radar is established

Challenges

New prides addressed are often found by local people. Deep searching the internet does not always give results because: 1) pride is not in the name; 2) a website or even facebook page is absent; 3) language problems. Building a network of local Pride Radar agents is key. Having prides filling in the survey and giving feedback is difficult, because 1) small organizations are not operative 365 days a year; 2) e-mails bounce and need to be replaced (this happens in almost 20% of the cases); 3) known e-mails are not being red; 4) people have left the organization ignoring pride mails; 5) relevance is not always perceived. Ongoing personal reach out is key and with that building a global network of pride partners (often personal mail-addresses are given to be used instead, with risks obviously of continuity). Data-analyses not giving concrete and convincing conclusions. Although not visible a lot of effort has been put into data-analysis trying to find relation to geo-data and prides or the impact of prides on legal and social climate. However, no convincing relations have been found so far. F.e. the more hostile the environment is, the less likely a pride event will take

place is proven to be wrong with the Uganda example. And so there are many and many more. Storytelling instead of hard-core statistics might be more reasonable for identifying impact of Pride Radar.

Pride Radar and InterPride
Pride Radar has not been utilized to it's full extent within InterPride yet. The use as a tool for membership recruitment is limited and media-visibility has not been created yet. Discussion should be in place in what ways InterPride could utilize Pride Radar better en improve with that return on investment

Elements already presented for the Pride Radar-plan 2016
- Solidarity: reach out to the prides we don't know of yet. Work in tandem what InterPride has to offer
- Grow membership
- Support individual prides including those who are not member
- Use the Pride Radar report in meetings debating the relevance of pride – grass root and magnitude of pride
- Is and can be become state of pride globally
- Support global pride movement – of all global documents it is best positioned state of pride world
- Share infographics for communication purposes

Discussion for the Board
For the Pride Radar workplan 2016 input from the board is requested:
- How can InterPride utilize Pride Radar better?
- What should be the role of Regional Directors when it comes to Pride Radar?
- What kind of additional research should be done?
- How to create more visibility around Pride Radar?
- What in the end is our ambition with Pride Radar?