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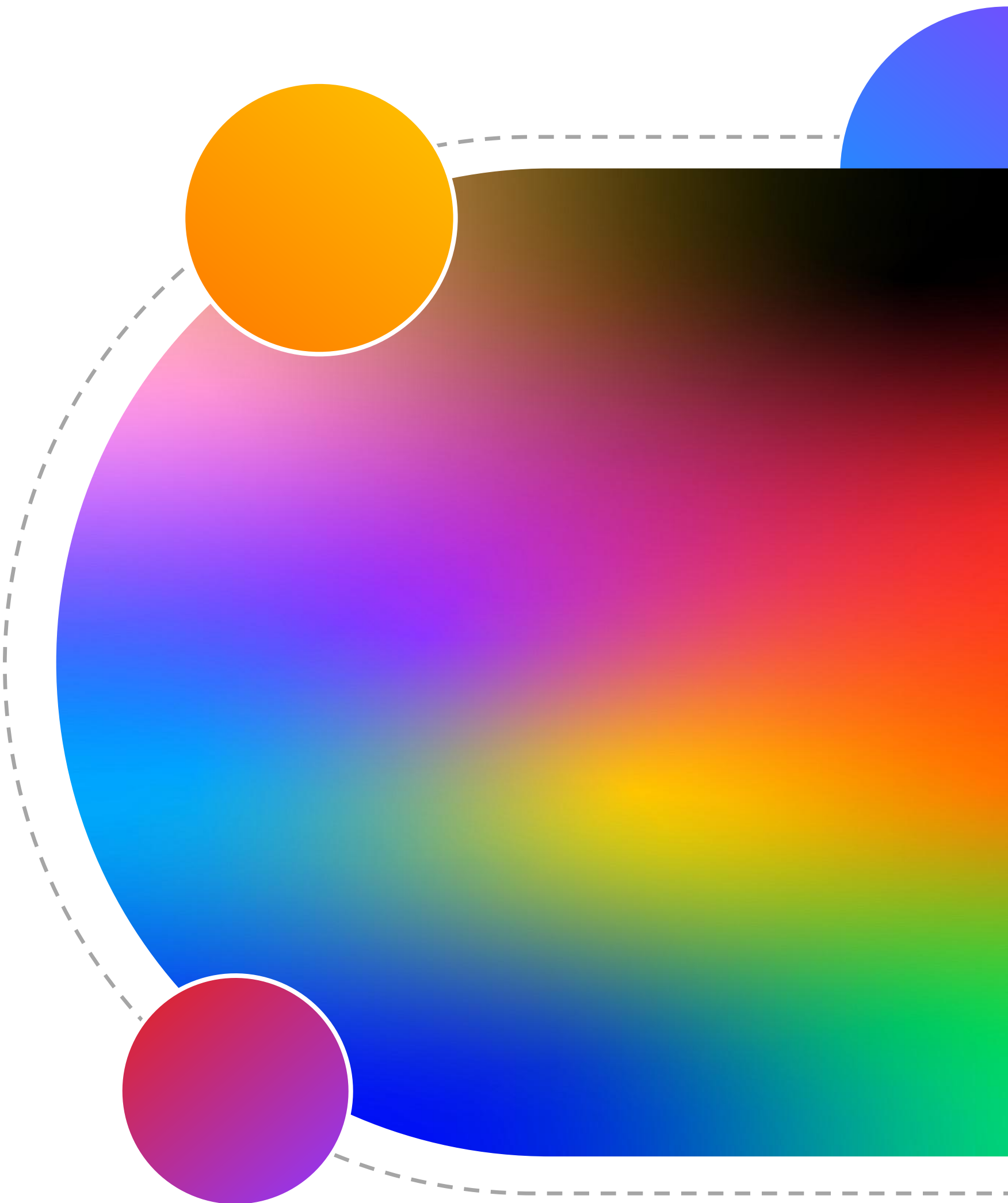
PRESENTATION OF THE ASSOCIATION



To promote fair play, inclusion, equity and respect for people
in sport, whatever their sex, sexual orientation, gender
expression or identity.

FEBRUARY 2025

Confidential document - do not distribute






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About us



Fier-Play, a French non-profit
association created in 2021



Purpose: To promote fair play, inclusion, equity and respect
for people in sport, whatever their sex, sexual orientation,
gender expression or identity.

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Our first project: Pride House · Paris 2024

The start of “better living together”

OBJECTIVES



**Raising awareness
& visibility**



**Experience a unique
event**



**Pride House legacy:
educate & train**

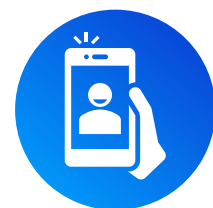
SEVERAL FORMATS



**The central Pride House to
celebrate and experience
the Games**



**“Pop-Up Pride Houses:
the mobile version**



**Accessible nationwide
and post-Games**



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Pride House · Paris 2024 partners

12 institutional partners

Soutenu par



GOUVERNEMENT

Liberté
Égalité
Fraternité

- French Ministry of Sports, Olympic and Paralympic Games
- French Ministry of Equality between Women and Men and the Fight against Discrimination
- DILCRAH



International
Olympic
Committee



9 private partners



Internationally: working with embassies

Several embassies have shown their support for Pride House.

These collaborations have included spreading the word about the project within the various Olympic committees, taking part in conferences, speaking at ceremonies, displaying a Pride House Pop Up in the Country Houses, and having officials and/or their representatives present at events organized by Pride House.

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Our Ambassadors team, the heart of Pride House



38 Ambassadors

The Pride House - Paris 2024 was embodied by role models and ambassadors from various backgrounds:

- Olympians
- Top-level athletes
- Public figures



During the Games: welcome Olympians (medallists and non-medallists from all over the world), film public and private interviews, share experiences, meet the public



Numerous contacts with Olympians and visits to the Pride House - Paris 2024 organized with the help of Compete Proud

Discover the athletes' interviews



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Olympic Pride House, key figures

ROSA BONHEUR SUR SEINE

A Safe Place without accident

15 days
of opening

12:00 pm to 02:00 am
opening hours

84
volunteers

520
hours of volunteer work¹

15 festive evenings
open to all and free of
charge

37 to 40 000
visitors

199²
Olympians Out at the end
of the Olympic Games

+25
Athletes at Pride
House

PRIDE HOUSE POP UP

25
Pop Up venues
activated

3
pop up mobilized

36
volunteers

323
hours of volunteer work¹

Locations :

Valbon, Hotel de Ville de la Ville de Paris, Mairie du 11e, Mairie du 12e, Mairie du 14e, Club France, Maison du Canada, Vincennes, Nanterre

¹Only by the volunteers who come during the event, the organization team is not counted.

²Source : <https://www.outsports.com/>

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Paralympic Pride House, key figures

CLUB FRANCE

11 days
of opening

10:00 am to 07:00 pm
opening hours

36
volunteers

275
hours of volunteer work ²

1
free-access multisport
area

10 à 15 000 ¹
visitors

44 ²
Olympians Out at the end
of the Paralympic Games

4
Athletes at Pride
House

PRIDE HOUSE POP UP

4
Pop Up venues
activated

1
pop up mobilized

24
volunteers

149
hours of volunteer work ³

Locations :

Valbon, Hotel de Ville de la Ville de Paris, Mairie du 10e, Mairie du 12e

¹ 230,000 visitors to Club France and not including visitors to the multisport area)

² Source : <https://www.outsports.com/>

³ Only by the volunteers who come during the event, the organization team is not counted.

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Pride House · Paris 2024, Organization

1 association
composed entirely
of volunteers

22 "Rainbow"
volunteers
to the organizing
committee

1530 hours
of "Rainbow"
volunteering during the
Games

1 year
of preparation after
validation of the
final format

0 accident
during the Games
(physical on site or
virtual on social
networks)

Steering
committees with
Paris 2024 and
partners to mobilize
the various
stakeholders

1st Pride House to
be supported by
the IOC

1 official Paris 2024
Games fan zone

1 City of Paris
totemic site

1 Legacy
for the French
sporting world and
a source of
inspiration on the
international stage

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Legacy of Pride House · Paris 2024

A handover ceremony was organized with the Pride House LA28 team on Friday August 9 at the Rosa Bonheur sur Seine fan zone, in the presence of representatives from the City of Paris, West Hollywood and Los Angeles County.



« LE LAB »

Objective



Provide turnkey, operational solutions to promote LGBTIQ+ inclusion in sport.

Three themes covered



Sport & homosexuality: towards a more inclusive sport

Demand of the French Olympic Committee



Trans and non-binary people in sport

Demand of the French Ministry of Sports



Women and lesbians in sport

Demand of the City of Paris



Public Released - July 2024

Evening public release of the LAB with operational solutions for the 3 themes before the opening of the Games with guests, testimonials ...

Fier-Play missions

1

Support for sport structures

- Action plan creation and follow-up
- Conference presentations
- Develop training courses on the sports movement and local authorities

2

Supporting professional / elite athletes

- Create a network of partners ready to commit to the athletes, in the form of financial support and integration into the group's sports team on the basis of sexual orientation
- Set up support solutions for athletes (legal assistance, communication training, contacts with partner entities, etc.).
- Identify referral agents / role models
- Accompany athletes through the various steps involved
- Create a network of LGBTIQ+ athletes.

3

Supporting victims of LGBTIQ+phobia in sport

- Testimonial center: assisting victims with administrative and legal procedures **until they can resume regular sporting activity in a sports facility**
- Putting victims in touch with athletes/ambassadors/sponsors
- Creation of a network of health and legal professionals specialized in LGBTIQ+phobia
- Coaching within the association



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FOR MORE INFORMATIONS



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