

## 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.

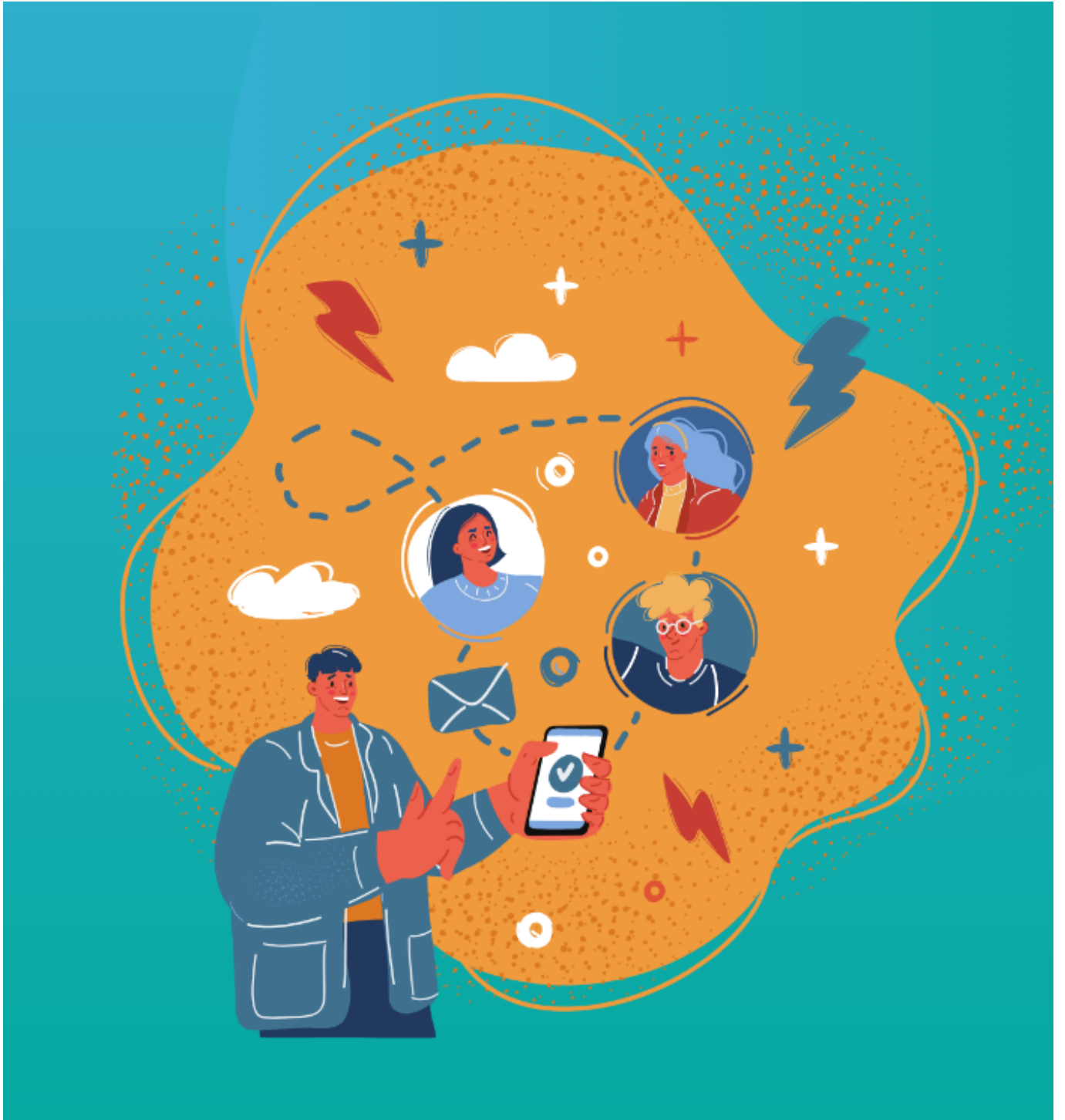
In order to support strong communications by LGBTI organisations and groups in Europe and Central Asia, we introduced different activities, including financial support and consultancy to build strong communications abilities; grants to support targeted communications initiatives; peer learning spaces, 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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Are you looking for learning materials on strategic communications? Check out our reports, blogs, recordings of previous events, and much more, [here](#).

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

## See also



Blog

20.09.2024

## **Boost your communications and campaigning skills with our free, easy-access sessions for LGBTI activists**

In the ever-evolving landscape of LGBTI activism, staying ahead with the right tools and strategies is essential. At ILGA-Europe we offer free training from experts [...]

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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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**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 [...]

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Blog

09.08.2024

## **Digital advertising for LGBTI activists: What we learned at the latest ILGA-Europe Skills Boost**

At ILGA-Europe, one of our goals is to equip activists with new skills and knowledge to help them amplify their voices and make a meaningful [...]

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Blog

31.05.2024

## **Keep Calm and Communicate: LGBTI Activists Share Crisis Communication Tips**

Last month we brought together 25 activists from over 15 countries to discuss and learn all about communicating in times of crisis. With Pride season [...]

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News

22.11.2023

**Effective campaigns in support of LGBTI rights: How to avoid instrumentalisation and**

## **communicate without playing into polarisation?**

All over Europe and Central Asia, LGBTI people are used by different political payers to gain the power. Our opponents create and feed harmful and [...]

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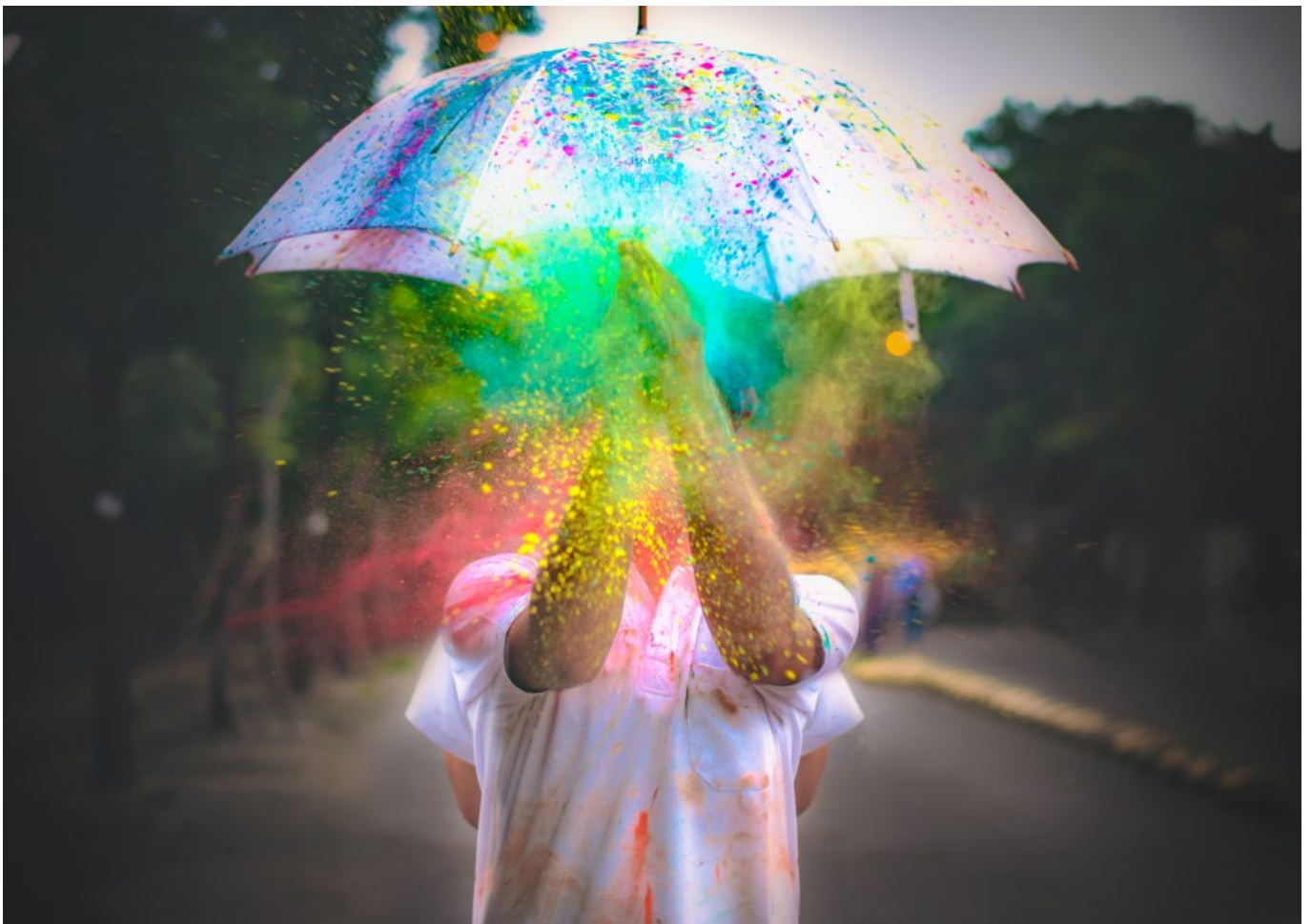
News

20.05.2024

## Skills Boost: Get the most from digital ads

Join us on June 12 and June 26 for our Skills Boost sessions designed for LGBTI activists who want to learn more about digital ads [...]

[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 [...]

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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.

[read more](#)

