



## MODULES

1. Recognition
2. Language
3. Visibility
4. Documents
5. Spaces
6. Protection
7. Innovation
8. Intersectionality

### 9. Communication

Extra: Legal issues

We make a binding commitment to communicate about all the initiatives for gender diversity we establish at our organization, to discuss them openly, and to update our information on an ongoing basis.

## What does communication have to do with trans, intersex, and non-binary (TIN) participation in sports?

### 1. Direct, clear, and transparent communication

*Yasmine joined a sports club several months ago. This club announced on its website that their board decided to sign the Charter for Gender Diversity in Sports. Yasmine is trans and was hoping that she had finally found a friendly, inviting club where she could get involved in sports again. She starts by signing up for fencing. The fencing coach is very excited about the Charter, and following the general meeting, she and her practice group began implementing the principles right away. Based on the coach's respectful demeanor, Yasmine can tell that she really knows her stuff when it comes to gender diversity. In spite of the group's friendly attitude, she concludes that fencing is not for her and decides to make an appointment for a trial session in the track and field group. She phones the coach beforehand. When she comes out at a trans woman and mentions the Charter that the club passed at the general meeting, he responds in shock: "So, what are you, a man or a woman? I wasn't at the general meeting, and I don't know anything about any Charter."*

It quickly became clear that not all of the club's members received the information that the club had signed the Charter. Perhaps it was only discussed at the general meeting, and it is rare for all members to be present at the event. Perhaps it was frustrating for the

track and field coach to learn about the Charter from a new participant rather than from his club's administrators. His reaction seemed to indicate that he was not motivated to commit to the Charter. Maybe that is because he does not know about the meaning and purpose of the Charter. If it is unclear why a particular change is important, it is easy to understand why members might lack the motivation to make that change.



### **Establishing organizational structures to communicate changes transparently, clearly, and repeatedly, if needed**

**Transparent communication by administrators:** Changes must be communicated with all members of the organization such that everyone knows what changes have been made. To make sure you reach as many members as possible, you can use an array of information channels, such as the general assembly, working groups, social media, e-mails or newsletters, your website, and in individual cases, phone calls or texts.

**Try to make information about gender diversity simple and accessible:** People have different levels of prior knowledge about gender diversity. Ideally, before you sign the Charter, you should consider how to communicate the contents of the Charter in an accessible way to different people with diverse roles in the organization. Coaches in particular play a key role in implementation. There are numerous ways to introduce this material to coaches; you might consider special training or a "mentoring program" in which club members who have more experience with the Charter take time to work with members who have less experience. Another option would be to ask club members who know a lot about the Charter to visit individual sports groups and share information about it there. Only by ensuring that everyone understands why your organization has signed the Charter can you expect your members to embrace it and accept the additional work needed to implement it.

**Plan concrete steps for implementation in different areas:** Members of the board and coaches may have different priorities when it comes to implementing specific aspects of the Charter. When deciding to pass the Charter, take time to plan and commit to concrete steps for implementing the Charter in different areas of your organization. Make each individual step as clear and easy to understand as possible, and link each step with a time-bound goal (e.g., in the first week, everyone should read the Charter, in the first month, we will form working groups in different areas to develop steps for further implementation (see above), etc.).

**Transparently communicate the status of changes:** Be honest with yourself when reflecting on the status of the changes you are implementing. It takes time and effort to redesign organizations to remove barriers to participation for different groups of people. As an organization, be as transparent as possible in communicating about your current status and what you plan to change so that everyone knows what you are working on.

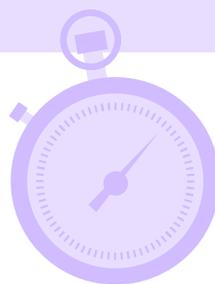
## 2. Communicating the Charter to new members of the organization

*Rosa is intersex and was very excited about the fact that **their** new organization decided to sign the Charter. Rosa can now join the men's team, although they are frequently mistaken for a woman. They no longer have any problems in the changing room or on the field since their teammates know all about gender diversity. After the winter break, two new members join the team. Rosa notices the two whispering about them when they enter the changing room.*

This example clearly illustrates the consequences of failing to inform new members about the Charter when they join the organization. They are not aware of gender diversity issues affecting people on the team, and this can lead to difficult situations for TIN people.

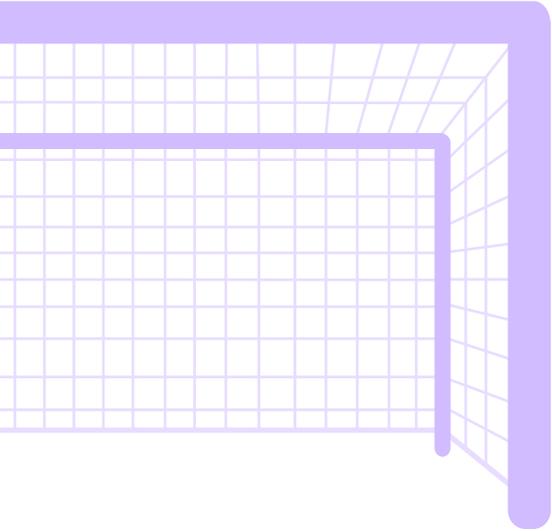
### Ensuring that changes continue to be communicated effectively over time

New members should be informed about the Charter when they join the organization, and the organization should communicate the purpose and contents of the Charter. **Regularly inform members about the ways in which the organization is committed to discussing discrimination:** Provide your members with updates on the current status of your organization's anti-discrimination work, both when members join the organization and at regular intervals afterwards. For example, you could devote a section of your newsletter to providing updates on what your organization is doing to make your programs more inclusive.



## 3. Exercising discretion when communicating about TIN people

*Robyn signed up for a soccer club after taking several years off. He has been living as a man for many years, and nobody around him knows he is trans. However, when he signed up for the club, he had to come out to the team manager because his player's passport still contains his old name. The manager has been working to open up their club for trans people for many years now. He is excited that Robyn has joined their club*



and immediately posts to his organization's chat group that a trans person has finally joined and that everyone should be kind and sensitive to the new team member. Two weeks later, Robyn has his first practice session at the club. He used to play for an elite team and hasn't lost a step since. He makes two goals in the final game. The team captain invites him out for a beer afterwards and tells him a little about the team: "We don't get new players that often, but we've got a couple of fresh faces at the moment, and it's a nice change of pace. I even heard we are supposed to be getting a trans person on our team. It's pretty crazy. I mean, I don't think he'll be able to keep up with us, but he's certainly welcome to join!"

If you are working to make your organization more TIN-inclusive, you will likely be excited when trans, intersex, and non-binary people begin to sign up for your programs. However, the example shows how sharing information about a person's identity without their knowledge can create uncomfortable situations for TIN people like Robyn.

It is not always immediately obvious when a person is trans, intersex, or non-binary, and every individual should have the right to decide for themselves with whom they choose to share their identity.



### **Prioritizing the privacy and security of TIN people when sharing information**

**Do not out a person without their consent:** If you know information about a person's identity, never share that information without their consent. Because discrimination against TIN people affects all areas of society, it can be important for TIN people to refrain from revealing their identity in certain situations. Respecting this fact protects the people in question!

**Avoid using the identity of TIN people as an advertisement for political purposes:** It is great that your organization is taking strides to become more TIN-inclusive. But do not forget that TIN people did not join your organization so that your club can appear more TIN-inclusive.



### Questions for consideration

- How are changes communicated at your organization? How visible are these changes?
- In which areas do your communication structures support the implementation of the Charter, and where do they stand in your way (e.g., who will sign the Charter, who holds a key position at your organization)?
- How is feedback given and received? Is there a standardized procedure (e.g., feedback form, complaint mechanism, regular evaluations)?
- How do you handle sensitive data internally? How do you deal with situations in which someone is being spoken about behind their back?

