



Photo: Melker Dahlstrand

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**Manual for  
participation in  
Pride parades**

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**Join the parade!**

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## 1. Safety and security

When participating in events on LGBTQI+ topics, it is vital to consider issues of safety and security. The situation in every country is different, with wide variations in respect for the rule of law, in the development of civil society and of the LGBTQI+ community. Pride organisers also have very different levels of experience. It is therefore important to consider issues of security and prepare safety measures before participating in a parade. This can mean different things in practice, depending on the context in which the parade is to take place, but the safety precautions should include planned measures before, during and after the parade. It is also advisable that you have an insight into the overall (risk) situation for LGBTQI+ people in the country where Pride is to take place, as well as take safety precautions for local partners.

## 2. Local partners

As a general suggestion, you should always get in contact with local LGBTQI+ activists (or other human rights organisations) and experts to receive information and experience about working with issues that may cause negative reactions, and learn what precautions it might be advisable to take. This is also a good opportunity to pursue other possible cooperation with local partners. The parade is only one way of supporting the local movement. What else might be relevant to do? Plan your efforts with local partners in order to strengthen their ownership and to secure relevant measures for your specific context. The *Topic suggestions for events about LGBTQI+ issues* in this toolkit as well as the toolkit *LGBTQ in film* can hopefully serve as an inspiration for further action to support human rights.

## 3. Production of the Pride kit

### Printing files

The files to be printed will be sent from SI via email upon reception and confirmation of the application form. If there is a need for language translation, please send the translated texts to the contact person.

### Message

You can choose which message you wish to have on the banners, t-shirts and stickers. There are 3 different texts:

- Sweden loves equality
- Human rights are for everyone
- LGBTI rights are human rights

### Banners

The banners come in two different sizes. We recommend that you order the small banner (3000 x 750 mm) with banner sticks. The large banner (4000 x 750 mm) can be held with hands, as seen in the photo below.



Photo: Melker Dahlstrand/imagebank.sweden.se

## T-shirts

The t-shirts come in a wide variety. You can choose to print on either blue, yellow or white t-shirts. We recommend choosing a mix of yellow and blue t-shirts to highlight the Swedish visual identity. Look at the t-shirt overview in the building blocks section on [www.sharingsweden.se/toolkits/join-the-parade/](http://www.sharingsweden.se/toolkits/join-the-parade/) for guidance.

## Giveaways

A great way to show Sweden's support for the LGBTQI+ community is to hand out giveaways when you walk in the parade. We offer two different products:

1. **Pins on backing boards.** The metal pins come in 4 different versions, but all have the same backing board. You can choose one or a mix of them. They are great to hand out due to their small size.



2. **Stickers.** The stickers come in 2 different sizes: 70x20 mm and 120x135 mm. This allows you to put your preferred message on whatever giveaway you wish. Print them on sticker paper and attach. They will look great on water bottles, which often are appreciated gifts in the parade, but then you will need a little wagon or the equivalent since the weight will be heavy.



## Flags

Visibility is key! In order to stand out in the parade we recommend that you purchase Sweden flags in the size 900x1500mm. It is also good to have some Pride flags, but the Sweden flags are the most important in order to stand out in the crowd.

#### 4. Packing list

- **Bring the essentials.** Pride parades usually last for many hours; chances are good that you will need a few things in order to be able to participate throughout the day. So, be prepared: wear sunscreen, bring water and food and wear comfortable shoes.
- **Make some noise.** If appropriate, lead the crowd in chants. Bring noisemakers and whistles to create a little noise – and do play music! Why not use Spotify’s pride-themed playlist Pride Classics?  
<https://open.spotify.com/user/spotify/playlist/37i9dQZF1DX59HcpGmPXyR?si=RVPxtnB1SwSBem7VAWxBVA>
- **Think about security.** Keep your phone safe and fully charged. Bring a power bank if possible. Ensure that you have contacts to colleagues in the city, ICE and emergency numbers including police and hospitals. If an incident occurs, follow the agreed security routines.