

# #LOVEDIVERSITY



UNESCO Chair in Inclusive  
PE, Sport, Recreation and  
Fitness

Guidelines to organize a #LoveDiversity event  
at your local community



United Nations  
Educational, Scientific and  
Cultural Organization

UNESCO Chair "Transforming the Lives  
of People with Disabilities, their Families  
and Communities, Through Physical Education,  
Sport, Recreation and Fitness"

#LoveDiversity is a photo shoot event celebrating diversity and physical activity. We would like to gather photos and videos of people with and without disabilities, people from diverse backgrounds, age and gender participating in fun physical activities together. The UNESCO Chair in Inclusive PE, Sport, Recreation and Fitness would like to use this footage to advocate for inclusion of all across all areas of society. Everybody is welcome!

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# #LoveDiversity

## GUIDELINES TO ORGANIZE A #LOVEDIVERSITY EVENT AT YOUR LOCAL COMMUNITY

### WHY #LOVEDIVERSITY | 3 Facts

Using inclusive images of people - with and without disabilities, of all genders and ethnicities - engaging in physical activity can trigger social change while showing the groups represented in the images that they are welcome and provided for. For this reason, #LoveDiversity is an event to portray the diversity and richness of our local communities. Also, we want to encourage everyone to have an active lifestyle and engage regularly in sport or physical activity.



#### #1

Inclusive photos of people with and without disabilities participating together in sport activities can trigger social change

#### #2

An intersectional approach is needed to understand diversity and how this impacts on our life.



It is not...

**US vs THEM**

It is about

**WE ALL**

#### #3

Physical activity and Sport can be used to foster inclusion and appreciate the values of diversity

A picture paints a thousand words. We advocate for using inclusive pictures in promotional materials. Thus, everyone in your community can identify with your call to be physically active and a greater social inclusion will be achieved. Hosting a #LoveDiversity photoshoot event will create multimedia material that will then be available by request to individuals and organisations that aim to promote inclusion through sport and physical activity.

## WHO IS INVOLVED AT #LOVEDIVERSITY | 4 Agents

This event is targeted at 4 different groups:

### 1. Real Life Models

All people, regardless of age, ability level, gender, sexual orientation, religion, nationality and any other basis are welcome to this event! People with disabilities, their families and friends are invited to come along, be a model for one day and have fun. It is not necessary to have previous experience as a model.

### 2. Photographers and Videographers

Anyone with a camera who is interested and willing to capture the essence of diversity is invited to document the event. Regardless of experience, everyone is welcome to take some shots and portray the positive aspects of being part of physical activity groups. We encourage you to invite photographers and videographers with and without disabilities to generate multiple perspectives in the images.

### 3. Physical Activity Leaders

Volunteers with a background in physical activity are required to lead games, exercises and ensure that everyone is being active and having fun. They can propose activities adapted to the needs of the participant.

### 4. Partner organisations

Organisations targeting specific groups such as people with disabilities, ageing groups, LGBTQ, etc. can act as multipliers and help to spread the word and promote the event. Working with existing partners or establishing new ones is a great way to build excitement about the event and ensure you have a diverse group of people participating.

At the planning stage of the event, consider these 5 groups and create an strategy to build relationships in order to reach them all.



## BEFORE THE EVENT | Get everything ready

Are you thinking of organising a #LoveDiversity event? We would like to give you some tips and make it easier for you! In this section, some of the main areas of preparatory work will be highlighted.

### DEFINE YOUR EVENT

#LoveDiversity is an event that can easily be embraced by any organisation. No matter how you set up your event, as long as you consider inclusion and fun! Think about your own strengths and how you can better use your resources to ensure a successful experience for all involved.

### FIND PARTNERS

#LoveDiversity is a collaborative event that requires engagement with other organisations to be successful!

**Partnerships will give you an opportunity to access a broader range of resources and expertise**

Be open while looking for partnerships, remember that we value diversity! The broader the fields of domains of our partners, the more expertise and scope for promotion we will be able to access. Make a quick search at your community and identify potential allies for your #LoveDiversity event.

Some allied areas that you can explore are:

- Health care
- Sport & Youth Clubs
- Leisure & Recreation
- Disability Service Providers
- Non-governmental organizations (NGO's)
- Local government institutions
- Event organisers
- Media
- Food & Beverage industry
- Student groups
- Photography schools



Consider the following aspects when approaching an organisation:

1. **Focus on outcomes:** It is important to know what your organisation wants to achieve and what you would like in return from your potential partner. Inform your partner about your goal and explore ways to establish a win/win collaboration. It is also necessary to set the expectations of both organisations.

2. **Commitment:** Agree on a level of commitment for each partner. The more responsibility in the organisation and implementation of the event, the more commitment will be required. If a partner organisation can't fully commit to the organisation of the event, they can always contribute, for example, by promoting the event.
3. **Communication:** Open channels of communication between partners will ensure that there are no misaligned expectations between the parties. Clear and regular communication help to maintain commitment and motivation for action.

Have a look at the attached document produced by the Centre for Disease Control and Prevention (CDC) and learn more about creating new partnerships. #LoveDiversity event can be a good start to engage with some organisations of your community!



**Click here**

## PLACES & EQUIPMENT

The location of the event will be a key aspect to consider. Ideally, the environment should follow the Universal Design (UD) principles. The UD principles state that an environment should be accessed, understood and used:

- To the greatest possible extent
- In the most independent and natural manner possible
- In the widest possible range of situations

**More information about Universal Design Principles**

At the prep stage we should be looking at where we are going to organise the event and be considering the following:

1. Can participants access the venue with public transport?
2. Is the venue accessible? If not, can we make small changes to make it more accessible?
3. Do we have a wide variety of inclusive equipment?
4. Does the facility have suitable accessible parking?
5. Would a participant be able to move and participate autonomously during the event?

If your facilities are not fully accessible, but you are still willing to run the event, you can use the expertise of some of your partners to find quick & easy solutions to improve the accessibility of the venue. Braille signage, colour coding of spaces and other considerations can greatly enhance both the attractiveness and the accessibility of a facility.

In relation to equipment, you can make the most of whatever you have available balls, ropes, hula hoops, cones, beanbags, sticks, rackets, bats, gloves, etc. can all be used for fun activities! A variety of sizes, types and colours will increase the usability.



**Click here**

More information about how to create accessible events can be obtained at the attached document



## FUNDING

“How much will this cost?” This is one of the questions that will come to mind at the initial stage. This question does not have a simple answer. However, #LoveDiversity can be organised with a small budget!

Have a look at the following list and our proposal to minimize direct costs for the event:

Direct costs	Recommendations
Venue Costs	We recommend finding a venue that can be used free of charge or for a small fee. #LoveDiversity is a non-profit event and some organisations may lease their facilities for the event at no cost. Also, we suggest using public areas such as outdoor sport facilities and parks.
Food & Catering	The most important thing will be to ensure water is available for the participants. Most of the sports facilities have fountains, so that would be an asset. Also, some fruits and snacks can be sponsored by some organisations, who may be willing to partner up for this event.
Equipment Hire	Use the sports equipment that you have available. Another option, is to create your own equipment with alternative resources (i.e., Newspapers, sticks, bottles...). Regarding audio equipment, a good mobile phone with songs and a pair of speakers can be of great help!
Promotional materials (ie. posters...)	There is no need to spend a lot of money on printing posters and banners. Use social networks to promote the event. They are free and can be very useful to spread the word. Also, you can contact your local media (TV, radio, newspapers) to promote the event.
Certificates	Depending on the numbers of people involved, printing out all the certificates can be a significant expense. Consider creating online certificates and send them to all participants after the event- this is a great way to remind them about how much fun they had!
Volunteers	Volunteers will not need any previous training, just on site instructions. A volunteer screening is highly desirable.

## ATTRACT PEOPLE

The final goal of promoting #LoveDiversity is to engage with potential participants of the event and attract partners and volunteers to ensure success. Promotion involves activities such as marketing and advertising through social networks, media, newspapers, etc.



Create different promotional strategies targeting the 4 agents involved in this event:

- Real Life Models
- Photographers and Videographers
- Physical Activity Leaders
- Partner organisations

Remember to use specific channels of communication to reach each of the target groups. For example, Facebook can be used to connect with people we are currently engaging with, but if we want to reach a wider audience, Instagram and LinkedIn can be some good alternatives.

Also, let other people do the promotion for you. Share some multimedia materials with your partners and encourage them to circulate the information with their networks, this will create a snowball effect that will multiply your outreach.

We encourage you to create an Eventbrite event. This will allow you to




- Customize your own #LoveDiversity page
- Send invitations and emails to spread the word
- Track real-time progress and check who is coming to the event
- Manage your participants through free tickets.



[Click here](#)

Creating an event page is very simple, visit Eventbrite website, register and follow the instructions to create an event. You can find attached a proposal with all details that you need to know!

Also check out the resources below. They will be useful to promote the event and target to all.

 <a href="#">Click here</a>	<b>Promotional Video</b>
 <a href="#">Click here</a>	<b>Promotional Poster</b>
 <a href="#">Click here</a>	<b>#LoveDiversity Logo</b>



Finally, some of the following ideas might help to promote your event:

1. Create a promotional strategy targeting the different agents.
2. Use promotional materials provided to highlight the success of the event.
3. If you create new promotional materials, try to include a variety of people appropriate for your local community and make it more inclusive
4. Reflect about the message you want to transmit, it should emphasize ideas such as inclusion, mainstreaming diversity and fun.



5. Organise a Photo contest to encourage participation of photographers.
6. If you find sponsorship, you can provide some gifts to all participants.

## DESIGN A PROGRAMME

#LoveDiversity has an open programme. It is a collaborative event that needs to be agreed on by organisers, physical activity leaders, photographers and models. The event will start with the registration of participants. After that, the organisers will decide which is the best sequence to organise the activities. We propose the following type of activities:

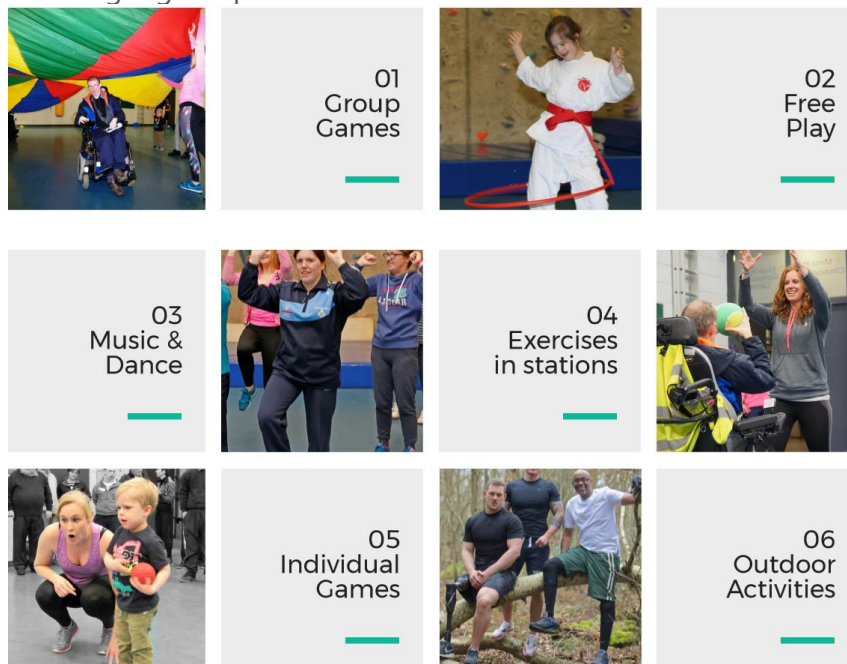
- Individual Games
- Group Games
- Exercises in stations (small groups)
- Free play
- Outdoor activities
- Music & dance
- Group pictures

Some examples of activities are:

*Participants can free play with equipment, games and activities (e.g., ribbons, balls, hula-hoops etc.) in which photographers can capture potential 'in the moment' shots.*

*Shots are directed (between an activity leader and photographer) with the aim of capturing specific, choreographed images across a range of physical activity domains – this will increase the opportunity to have artistic, creative shots with tidy backgrounds – the key: models are engaging in the activity and forgetting about the camera*

Consider the following type of activities to design your programme and remember that the main goal of the day is to have fun and get good pictures!



**DURING THE EVENT | Capture Great Scenes & Enjoy the Activities**

In this section, some of the main areas of work on the day of the event will be highlighted.

## SIGNS AND DIRECTIONS

Arrive a couple of hours before the event is scheduled to begin and make sure that everything is ready to welcome all participants.

Put up some signs and posters to direct people to the exact place of the event. The main areas that need to be well indicated are:

- Sports Area
- Reception Desk
- Parking place
- Toilets
- Drinking fountains (if available)

Click on the attachments below to download some signs that can be used to indicate the event and the parking.

### Signs for the event



[Click here](#)

### Signs for the parking



[Click here](#)

## SET UP A RECEPTION STAND

A reception stand helps people to know they are in the right place and it gives you a space to greet everyone. This way you will ensure that everyone feels welcomed and you will also be able to collect all consent forms.

Organizers will be able to collect all consent forms and ask if anyone needs any additional support considerations. Also, a simple needs assessment can be undertaken to ensure that organizers understand participant's expectations of the days and that you can ensure everyone is supported in the way that they prefer






## CONSENT AND COPYRIGHT

All participants of the event will have to sign the consent forms. This is important as everyone needs to be aware that the purpose of the event is to capture images that will be publically shared. If a participant does not want to sign the consent form, the organisers should decide if his/her participation is convenient.

**Signed consent of all participants (including photographers) is always needed, including parental/guardian consent in the case of people under 18 years or people with intellectual disabilities with**

Also, it is important that photographers and videographers sign the copyright form to authorize the use, free of charge, to other individuals and organisations for the purpose of inclusivizing physical education, physical activity and/or sport,  
 A template consent form for models, one with symbols and photo copyright can be downloaded clicking on the icons below.

Consent form for models	Consent form for models with symbols	Photo copyright form
 <a href="#">Click here</a>	 <a href="#">Click here</a>	 <a href="#">Click here</a>

**ASSIGN ROLES AND RESPONSIBILITIES**

During the #LoveDiversity event, there might be some unexpected situations. Organisers need to be prepared to help all attendees and provide quick solutions if an issue arises. For this reason, it is recommended to assign roles and responsibilities among organisers.  
 It would be recommendable to assign 1 volunteer to each participant for safeguarding and looking after health and safety needs.  
 Below there is a table with some sample roles and responsibilities.

ROLE	RESPONSABILITIES
Reception	Welcome participants Manage consent and copyright forms Signs and directions
Photographers	Assist photographers to organise scenes Encourage active participation of photographers Provide equipment needed
Physical Activity Leaders	Assist photographers to organise activities Facilitate collaboration between leaders Provide equipment needed
Organisational Assistant	Coordinate the event Ensure the effective implementation of the plan

**LET'S TAKE SOME GOOD SHOTS!**

Photographers and videographers will have freedom to capture movements and emotions during the event.

**Shots could include but are not limited to:**

- Close ups
- Bigger picture shots
- Action shots
- Individual activities
- Group activities
- Interaction between participants
- Empowering, person-centred, inclusive approach is exemplified
- Realistic and inclusive
- All participants are as independent as possible yet appropriately supported



**Challenge your creativity!**

Have a look at the example described below.

**Activity: Park run**

*Intersectional representation of local community - people with various abilities and disabilities, age groups, ethnicities included in the shots*

*Magic moments are captured – fun, smiling, happy, determination, team work, support, light competitive spirit....*

**Starting:** group start – everybody together – usually faster runners start first so that everyone can move at a comfortable pace, be mindful to have the group realistically staggered (ie not all people with disabilities start last, but not all first either)

**Mid run:** individual shots – group has dispersed and people are running at their own pace. Capture shots of people running individually or in small groups or pairs

**Finishing line:** runners are happy, sense of achievement... if there are people at finishing line, they're cheering or high fiving etc

**Close up** of someone drinking water, looking like they just finished exercising, wearing sports gear

**Considerations:** If there is someone with a mobility impairment you could showcase independence through an action shot. For example, if there is someone with a visual impairment are they using assistive devices eg. cane, a guidewire, guide's elbow? Are there people with intellectual disabilities? Are they participating on their own or with a companion (e.g., friend, family, support worker)? Can you capture an action shot of someone wheeling in a wheelchair?

## CERTIFICATES OF ATTENDANCE

All participants of #LoveDiversity will receive a certificate of attendance issued by the UNESCO Chair and the organising team in recognition of their active participation and commitment to achieve social inclusion through physical activity and sport.

The UNESCO Chair in Inclusive PE, Sport, Recreation and Fitness is happy to provide certificates for the event. Send an email with your logo and we will create a certificate as the one attached. Click on the icon to see the template.



**Click here**

## AFTER THE EVENT | Campaign for the Value of Diversity

Once the day of the event is over, there will be some things to follow up. Consider the following aspects.

### REFLECT & LEARN

It is important to engage in reflection in order to ensure that you are best positioned to optimise your knowledge, skills and competencies for the benefit of the participants while ensuring that you regenerate yourself in the process. Reflection can facilitate transformation and build a more inclusive and bigger event in the future.

For this reason, it is important that organisers reflect on what happened during the preparation and the day of the event. It is important to process experiences and understandings for deep learning. In other words, objective and subjective results should be assessed.

In this process of reflection, try to include as many agents involved as possible, in order to get a better overview of the event. Remember that the perception of your organisation might not be aligned with the perception of the participants. At the end of the process, you should be able to respond the question "was #LoveDiversity the event we desired?".

The table below might be useful for organisers to trigger reflection.

Areas of organisation	What went well?	What can be improved?	How do we improve that?
Partners			
Venue & equipment			
Funding			
Promotion			
Programme			
Organisation during the event			
Participants' satisfaction			
Pictures			
Follow-up			



## USE SOCIAL MEDIA

Share the outputs of the event with a wider audience. Disseminate the message among your followers and encourage others to do the same.

#LoveDiversity is an event to raise awareness and trigger change towards social inclusion through physical activity and sport. Therefore, let's make an effort to reach as many people as possible.

And where better to promote your content than where we spend most of our online time: social media.

**NOTE-** You should consider using social media before, during and after the event. It is recommendable to assign someone to lead the social media during and after the event. Also, ensure that you discuss with your partners your social media strategy. Encourage all partners and participants to use the #LoveDiversity and other hashtags created for the event and to re-share content.



## CONNECT WITH YOUR PARTICIPANTS

Get involved with your participants and show them the outcomes of the event. You can share the best pictures and invite them to like and share them on their own social networks. This should act as a multiplier effect and the impact of #LoveDiversity will be greater!

Make sure to exchange contact information with the photographers and videographers in order to share all the footage they produced on the day. Also, you can recognise their work by mentioning them on your social networks.



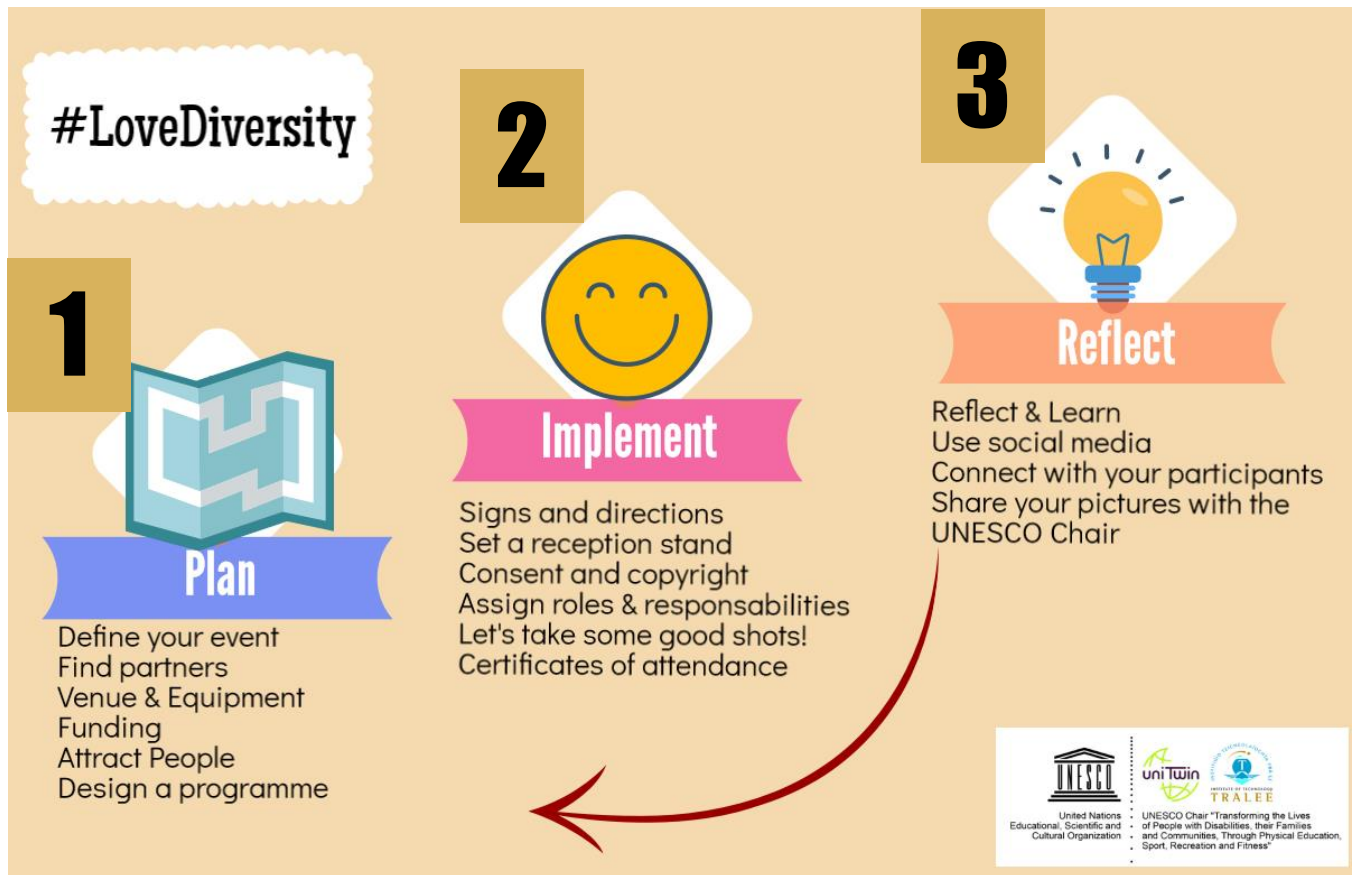
## SHARE YOUR PICTURES WITH THE UNESCO CHAIR

The UNESCO Chair in Inclusive PE, Sport, Recreation and Fitness has created a repository of photos with the aim of creating an inclusive society by showing positive images of people of all abilities, ethnicities and genders participating in physical activity.

All images will be made freely available, on request, for organisations and individuals to use to promote inclusion, in particular the inclusion of people with disabilities, in physical activity eg. sport, fitness, recreation, physical education.

Please send your pictures via Dropbox link or Wetransfer to [unesco@ittralee.ie](mailto:unesco@ittralee.ie).

## SUMMARY | Let's inclusivize!



## GET IN TOUCH!

The UNESCO Chair is happy to assist in the organization of a #LoveDiversity event. Get in touch and let us know that you want to organize it! We can support you and we will help to spread the word.

Follow us on our social networks and join us in our endeavour to inclusivize PE, Sport, Recreation and Fitness!

