



Bidding to  
host WorldPride  
& EuroGames



#YouAreIncluded

We invite the whole world to  
a spectacular celebration  
of LGBTQI+ rights, love and  
sportsmanship wrapped up in a  
rainbow-colored pride party

# #YOUAREINCLUDED

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# EXECUTIVE SUMMARY

COPENHAGEN PRIDE IS BIDDING TO HOST WORLDPRIDE IN GREATER COPENHAGEN IN 2021, COVERING THE DATES FROM AUGUST 12 TO AUGUST 22. OUR VISION IS THIS: A GLOBAL MEGA EVENT CELEBRATING DIVERSITY AND LOVE WHILE PAVING THE WAY FOR A WORLD WITH FREEDOM AND EQUALITY FOR ALL

## WHAT IS COPENHAGEN 2021?

Copenhagen 2021 will be a global mega event, uniting WorldPride and EuroGames in the same city, at the same time, for the first time ever. We are inviting the whole world to a spectacular celebration of LGBTQI+ rights, sportsmanship and love wrapped up in a massive rainbow-colored pride party where #YouAreIncluded.

People from all corners of the world and all walks of life will come together in Greater Copenhagen to take part in an event unparalleled in diversity and inclusiveness. The playfulness of pride, the seriousness of human rights and the competitiveness of sports should send all participants on a transformative journey, exceed expectations and forever alter the DNA of the global LGBTQI+ community.

Bringing EuroGames and WorldPride together, Copenhagen 2021 will be a truly historic event and we are excited about the prospect of welcoming you to our city.

## UNITING WORLDPRIDE AND EUROGAMES

This document is the official bid from Copenhagen Pride to host WorldPride in 2021. WorldPride is a spectacular event that has brought together the global LGBTQI+ pride movement since 2000. But we should always strive to bring in more people and to have an increasing impact. That is why Pan Idraet, the Copenhagen LGBTQI+ sports association, is bidding to host EuroGames. This will take place in a separate bidding process with the European Gay & Lesbian Sport Federation, the organization behind EuroGames.

Uniting WorldPride and EuroGames will be historic – it will be Copenhagen 2021: an event that celebrates the progress of the pride movement, looks to the future and demands that barriers all over the world be torn down. It will be two unified events with three pillars:

### WorldPride:

- A huge LGBTQI+ culture festival to commemorate our joint fight for equality and the front-runners championing our common cause. Our WorldPride parade will take this celebration of love and diversity to the streets of Greater Copenhagen and alter the DNA of the city and everyone marching with us.
- A human rights conference will shed light on the injustice faced by LGBTQI+ people by featuring high-level speakers and down-to-earth talks. Through an extensive outreach

program, we will seek to bridge socio-economic gaps and ensure that activists and athletes from marginalized communities can be a part of this event.

#### **EuroGames:**

- A sporting event for LGBTQI+ athletes from all parts of the world and all levels will be competing in 25+ disciplines in safe surroundings with thousands of people cheering from the sidelines and rainbow flags flickering in the wind. We will fight discrimination in the world of sports and show the importance of diversity and inclusion in all parts of society.

#### **IMPACT OF COPENHAGEN 2021**

Celebrating a joint WorldPride and EuroGames in Greater Copenhagen will raise the bar for what you can expect of an LGBTQI+ event. With WorldPride, a human rights conference and EuroGames in the same city at the same time, there's an ocean of possibilities to explore. Our promise is this: activists will break a sweat, athletes will become champions of equality, and party-goers will digest more than the beer from yesterday's party.

All participants will be able to look back at Copenhagen 2021 as the beginning of a transformative journey and a life-changing experience.

Attracting hundreds of thousands of people, Copenhagen 2021 will be remembered as a milestone in our modern LGBTQI+ history. Copenhagen 2021 should

impact not only the hearts and minds of people around the world – we also aim to change the very lives of LGBTQI+ people and pave the way for a world in which we are all truly equal, no matter who you are, no matter who you love.

#### **MOTIVATIONS FOR BIDDING**

Copenhagen Pride is bidding to host WorldPride in 2021 because Denmark has been at the forefront of LGBTQI+ rights ever since homosexuality was decriminalized in 1933 and still is at the forefront today. Advancing LGBTQI+ rights at home and promoting them abroad continue to be political priorities for governments from all sides of parliament, with a center-left government passing equal marriage in 2012 and an unanimous parliament removing transgenderism from the official list of mental illnesses in 2017 under a center-right government.

The political consensus on LGBTQI+ rights across all nine parties in parliament makes Denmark the perfect fit to host WorldPride in 2021 and provides a safe space for people from all parts of the international LGBTQI+ community to come together. We are determined to make this event truly inclusive at all levels of participation and across all parameters of representation. In Greater Copenhagen, everyone will feel welcome and have a seat at the table.

We promise you and everyone taking part in Copenhagen 2021: #YouAreIncluded

2021 marks the **25<sup>th</sup> anniversary of Copenhagen Pride** and many other important anniversaries for the Danish LGBTQI+ movement which we want to highlight and #YouAreIncluded in this celebration:

- 70<sup>th</sup> anniversary: The world's first successful genital reconstructive surgery was performed in Denmark in 1951.
- 50<sup>th</sup> anniversary: A Danish chapter of the Gay Liberation Front was founded in 1971
- 40<sup>th</sup> anniversary: Denmark unilaterally removed homosexuality from the list of mental illnesses in 1981
- 25<sup>th</sup> anniversary: The first Copenhagen Pride was celebrated in 1996, the same year that Copenhagen hosted EuroPride
- 15<sup>th</sup> anniversary: Danish lesbians, bisexual women and single women obtained the right to assisted reproduction in 2006



WELCOME  
TO OUR CITY

We are excited to see you in  
this wonderful city where  
#YouAreIncluded



# COPENHAGEN



COPENHAGEN 2021\*  
#YouAreIncluded

# THIS IS COPENHAGEN

A MODERN FAIRYTALE IN THE HAPPIEST COUNTRY ON EARTH. THAT IS COPENHAGEN AND #YOUAREINCLUDED. WE ARE EXCITED FOR YOU TO JOIN US AS WE CELEBRATE WORLDPRIDE. BUT MAKE SURE YOU INDULGE YOURSELF IN THE HOST OF OPPORTUNITIES IN THIS CITY: A VIBRANT NIGHTLIFE, WORLD-CLASS MUSEUMS, PULSATING SHOPPING STREETS, RENOWNED ARCHITECTURE, OUT-OF-THIS-WORLD GASTRONOMIC EXPERIENCES AND TOP-NOTCH DESIGN

Copenhagen is the capital of Denmark, the happiest country in the world according to the 2016 World Happiness Report. But Copenhagen is also the cultural dynamo of the North. With thousands of experiences to explore, fabulous facilities and a welcoming and open atmosphere, it is no wonder that Copenhagen attracts an array of international events.

## **PROGRESSIVE AND LGBTQI+ FRIENDLY**

Copenhagen has always been a progressive city at the forefront of LGBTQI+ inclusivity. The city has a vibrant and diverse LGBTQI+ community, but it also provides something much more important for its LGBTQI+ citizens and visitors: A sense of belonging, no matter who you are or who you love.

Copenhageners carry incredibly liberal attitudes towards LGBTQI+ people and with approx. 300,000 people celebrating Copenhagen Pride in 2016, there's every possibility that the people you meet on the street have been out protesting for your rights as

an LGBTQI+ individual and celebrating all of our shared diversity.

Come WorldPride in Copenhagen, hundreds of thousands of people will not only march in the parade and cheer you on from the streets – just as many people will watch from their windows, wave the colors of the rainbow and blow you kisses as the parade meanders its way through the cobbled streets of Copenhagen.

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IN 2014, COPENHAGEN WAS NAMED THE MOST LGBTQI+-FRIENDLY PLACE ON THE PLANET, PRAISED FOR ITS TOLERANCE AND OPENNESS

*Lonely Planet, the largest publisher of travel guide books in the world*

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The City Council in Copenhagen is a strong ally of the LGBTQI+ community. The Lord Mayor of Copenhagen has marched in the parade every year since he was elected, and he has been a vocal champion of pride parades in other countries. In 2016, he wrote an open letter to the governor of Istanbul to voice his concerns about the cancellation of Istanbul Pride. In 2013 and 2015, he wrote open letters to the mayor of Vilnius to support the Baltic Pride marching through downtown Vilnius.

Worth mentioning is how easy it is for foreign same-sex couples to get married here! Denmark was the first country in the world to legalize same-sex unions in 1989, and the 25<sup>th</sup> anniversary of this decision was celebrated in 2014 by marrying several same-sex couples during the week of Eurovision Song Contest. Former U.S. ambassador to Denmark, His Excellency Rufus Gifford, married his partner, Dr. Stephen DeVincent, in Copenhagen in 2015 to honor the Danish tradition of LGBTQI+ inclusivity.

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## WE GOT MARRIED IN THE TOWN HALL IN COPENHAGEN BECAUSE IT WAS THE LOCATION OF THE FIRST SAME- SEX CIVIL UNION

*Dr. Stephen DeVincent, husband to former U.S. Ambassador Rufus Gifford*

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### TO COPENHAGEN-IZE

In urban planning, this term refers to the process of making a city more livable by promoting clean technologies, connectivity, creative environments, bicycles, sustainability, democratic design and the active use of city spaces. Copenhagen embodies all these things, and we like to believe this is why Copenhagen has often been named among the world's most livable cities and was most recently named "The Best City to Live In" by Metropolis Magazine in 2016.

Copenhagen is very environmentally friendly. The city offers many green spots, parks and recreative spaces for you to enjoy. Copenhageners even swim in the harbor in the summer in publicly provided swimming facilities – yes, the water is clean enough to do so!

The local government aims to aggressively reduce its carbon footprint and become the world's first carbon-neutral capital by 2025. Copenhagen Pride is of

course supporting this ambition and working to reduce its carbon foot print as well and striving to become increasingly sustainable.

Top-notch bicycle infrastructure is also present all over the city – because Copenhageners bike! Nothing is more true than this. While you often see cars blocking the roads during rush hour in other cities, in Copenhagen you'll see crowded bicycle lanes with busy Copenhageners biking to work during both winter, spring, summer and fall. Copenhagen boasts the busiest bicycle lane in the world, used by 36,000 cyclists every day and Copenhageners bike 1.36 million kilometers daily. In fact, there's more bicycles than cars in Copenhagen!

One should always make sure to explore the city on two wheels and with bicycles being widely available to rent on an hourly/daily/weekly basis there is no excuse not to join us on the bicycle lanes! Furthermore, the City of Copenhagen has placed pay as you go City Bikes around the city for you to rent. These have built-in GPS and an electric motor that makes biking super easy for first-time users.

### OLD TRADITIONS AND MODERN VIBES

The Danish Royal Family dates all the way back to 935 and is thereby the oldest monarchy in existence. This means that ancient castles and palaces are anything but a rare sight in Copenhagen. Copenhagen

oozes history and reminds one of a modern-day fairytale.

Even the Royal Family has joined the fight for diversity and tolerance. In 2016, Crown Princess Mary spoke at the 2016 International Day Against Homophobia and Transphobia, and Princess Marie walked in the Copenhagen Pride parade as a patron of the Danish AIDS Foundation.

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## WE MUST BE UNITED IN REJECTING ALL FORMS OF DISCRIMINATION ON THE GROUNDS OF SEXUAL ORIENTATION OR GENDER IDENTITY

*HRH Crown Princess Mary at the opening of the 2016 IDAHOT Forum*

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But this modern-day fairytale that is Copenhagen also offers loads of modern vibes when it comes to design, gastronomy, arts and architecture. In recent years, Copenhagen has earned quite a reputation as a gastronomic capital and the city boasts 29 Michelin stars and a very interesting restaurant scene which attracts both locals as well as international foodies.



Copenhagen has also become renowned for several architectural wonders. The 8 House building won a World Architecture Festival award in the Best Housing category in 2011 and the Bicycle Snake Bridge from 2014 has received praise from international media such as BBC, Wired and The Guardian.

The modernized meat-packing district has become a focus of attention for hipsters and hang-arounds alike as exotic eateries, galleries, independent designers and new bars have started to form a vibrant cultural hub.

### **SAFE AND SECURE**

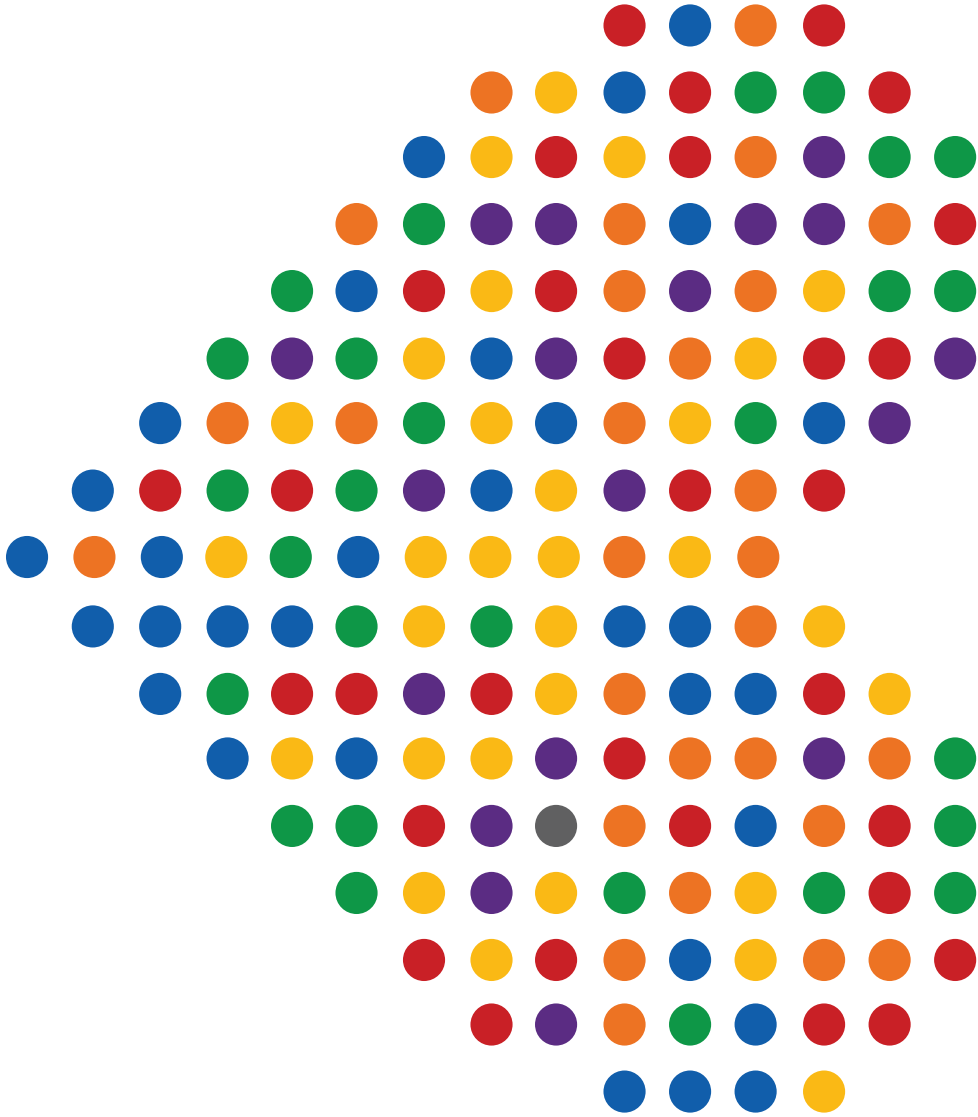
Copenhagen is remarkably safe compared to other capitals around the world. 94 pct. of Copenhageners feel safe and secure as they walk and bike around the clock for work, social gatherings and parties. This applies to LGBTQI+ people as well who generally feel comfortable displaying affection in public – and during Copenhagen Pride, you will most likely be encouraged to do so!



### **DID YOU KNOW: DANES....**

- Have been ranked the “happiest people” multiple times and are generally both open and trusting – also to strangers and tourists alike
- Are obsessed with “hygge” – a feeling of coziness and the absence of anything overwhelming, often involving food, drinks and the company of your loved ones
- Are not big on formality but prefer informal social interaction. They are however also very punctual, even for social events
- Love bicycles! Nine out of ten Danes own a bicycle and nearly 40 pct. of all Danish adults go about their daily commute on two wheels
- Are forthright and can have heated discussions about issues such as politics – although they make sure to remain friends and act civil in cases of disagreement
- Are ironic and sarcastic. Humor is an integral part of Danish culture

# LOVE



# BEING LGBTQI+ IN COPENHAGEN

COPENHAGEN IS AN ENORMOUSLY OPEN-MINDED CITY AND COPENHAGENERS ARE LAID-BACK AND LIBERAL IN THEIR ATTITUDES. THIS IS PROBABLY WHY COPENHAGEN WAS NAMED THE MOST LGBTQI+ FRIENDLY PLACE ON EARTH BY LONELY PLANET IN 2014.

In Denmark, LGBTQI+ people can live freely and openly. Denmark was the first country in the world to legalize same-sex unions in 1989 and our politicians have continued to be champions of freedom and equality, passing legislation to continuously ensure the rights of the LGBTQI+ community in Denmark and abroad.

## DAILY LIFE

No matter whose hand you hold or how you express yourself, you can feel at home in Copenhagen. Very few places name themselves LGBTQI+ friendly, not because LGBTQI+ people are not welcome, but because Copenhageners see it as undisputable that LGBTQI+ people are welcomed with open arms anywhere they want to go. The whole city, not just an isolated so-called LGBTQI+ neighborhood, is ours to use and call home. In fact, we like to think of Copenhagen as the LGBTQI+ neighborhood of Northern Europe.

Where other cities might call on you to spend endless time going through LGBTQI+ travel guides and websites to find LGBTQI+ friendly hotels, night clubs, gyms, restaurants and shops, in Copenhagen you can go into any hotel, any night club, any gym, any restaurant and any shop and be exactly who you are without fear of being looked at, yelled at or discriminated against – it is this simple: #YouAreIncluded.

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THE DANES ARE AN INCREDIBLY LIBERAL SOCIETY AND THEIR PRIDE MARCH IN AUGUST EVERY YEAR IS A CELEBRATION AND THE CITY TRULY COMES ALIVE.

*Niall Harbison, lovin.ie*

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## TOLERANT AND OPEN-MINDED

Danes in general have a liberal and relaxed attitude towards sex and sexuality, and the common perception is, that a healthy and guilt-free sexuality is important for a good life. Consequently, sex education, incl. a focus on the lives and sexuality of LGBTQI+ people, is compulsory in all schools from the age of six and onwards.

Women bathing topless from Danish beaches is not an uncommon sight, and in public shower facilities in schools, gyms and swimming pools etc., bathers shower nude and together.

## CULTURAL ACTIVITIES

Copenhagen is packed with LGBTQI+ activities all year round. Copenhagen Pride Week in August is something to see! The Danish LGBTQI+ community takes over the Copenhagen City Hall Square and names it Pride Square where thousands of people

come together for debates and concerts, epitomizing in the pride parade marching through the city, wrapping it all up in a huge party. All events are free of charge and sign interpreted for the hearing impaired.

October brings the annual Copenhagen MIX film festival, screening films that seek to explore various forms of sexuality, gender identity and affects the ongoing gender debate. Copenhagen MIX is one of the oldest annual LGBTQI+ film festivals in the world and each year more than 12,000 people attend the screenings and events.

In February, Winter Pride Week takes place and offers several interesting and free debate events to raise awareness about LGBTQI+ issues and to educate the general public. In 2017, a debate on homophobia in soccer led to the Danish Soccer Players' Association launching a national campaign to promote equality and diversity in soccer.

Each year in May, several debates and events mark the week leading up to IDAHOT. In 2016, the forum was opened by Crown Princess Mary who gave a fierce speech about the need to unify in the fight against homophobia and transphobia.

## NIGHTLIFE

Copenhagen is home to a vibrating LGBTQI+ nightlife. We have bars and clubs for people of all letters

of the acronym. On any given Friday and Saturday (oh well, and all other nights of the week), you'll find people of all ages and backgrounds making their way to the medieval city center for a night out.

Being the oldest gay bar in Europe, **Centralhjørnet** is a chance not to be missed. The bar flung open its doors in 1917, and since then Centralhjørnet has embodied the idea of Danish 'hygge' with live performances, drag shows and jazz sessions. Other down-to-earth bars include **My Fair Ladies** with their weekly karaoke nights, **Masken Bar** as the perfect place to go for a round of shots, **Oscar Bar Café** offering both food, beers and DJs and **Vela** as the place for women in our community to have a good time and perhaps a foosball tournament? **Bøssehuset** in Christiania is the perfect place to go for a queer concert or a musical performance, **Amigo Bar** is a typical Danish pub boasting itself as LGBTQI+ friendly and **Café In-time** offers a glimpse into a 1920s bar with live music performances.

If you're more into clubbing and dancing, **Cosy Bar**, **G\*A\*Y Copenhagen** and **Never Mind Night Club** are the places to go with crowded and pulsating dance-floors and beats pumping from the speakers. These places bring all kinds of people together for parties that will often last until the very early hours.

**Kiss Kiss Bear Bar** caters to a more bear-ish crowd, **Jailhouse CPH** features bartenders wearing police

uniforms and **SLM** and **Men's Bar** attract the more kink and fetish-oriented men.

Most of these places are centered around the street Studiestræde, so it's easy to get from one place to another and explore all the various venues that cater to the LGBTQI+ community.

Throughout the year, there's also a lot of pop-up parties in the LGBTQI+ community such as POPism, Female Oxygen, Lez, Harem CPH, Guldminen and Mainstream. These parties will often be more club-like and focus on various parts of our community; POPism attracting more men, Female Oxygen appealing more to a female crowd and Guldminen going more for the queers. The organization Sabaah arranges parties mostly focused on LGBTQI+ people from ethnic minority groups, while T-Lounge has hosted trans and third gender parties. The annual Distortion street party taking over all the various neighborhoods of Copenhagen during a five days in June also features the Gaystortion party with live performances, several DJs and drag queens, inviting happy Copenhageners to take over the streets and party all evening.

We hope to be able to include all of these party planners and venues in our celebration of WorldPride in 2021 to deliver an exciting array of parties, catering to all segments and letters of our community.

## DATING AND CRUISING

Denmark also was the first country in the world to legalize porn in 1969, and Danes are often considered to be quite sexually emancipated. Dating apps are widely used and Copenhagen is home to a few sex clubs and some popular cruising areas. But with freedom comes responsibility and although sex in public is not illegal in Denmark, we strongly advise you to be considerate of other people who may not want to witness your escapades.

We strongly encourage you to practice safe sex, and the City of Copenhagen makes condoms easily available in bars and clubs throughout the city to further encourage a responsible sexual practice.

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**MOST DANES LIVE BY THE MANTRA: IF IT FEELS GOOD AND IT'S NOT HURTING ANYONE ELSE, GO FOR IT.**

*Helen Russell, BuzzFeed.com*

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## FITNESS AND SPORTS

Pan Idraet, the Copenhagen LGBTQI+ sports association, offers a safe and inclusive space for all people, regardless of sexual orientation and gender identity. The club was founded in 1984, and today Pan Idraet has evolved into a vital part of the Danish LGBTQI+

community. The club counts more than 800 members and offers more than 25 different sports

## POLITICS

Copenhagen is known for an incredibly LGBTQI+ friendly political landscape. In the most recent local election, four openly LGBTQI+ people were elected as city councillors, and the latest general election led to eight openly LGBTQI+ MPs being elected, two of which currently serve as ministers in the government. Aspiring to public office, coming out doesn't cause political scandal and it does not affect your chances of keeping/winning a seat on the City Council nor in parliament. In fact, Copenhageners and Danes tend to be tremendously uninterested in the sexuality of their representatives.

Maybe this is also why many straight politicians have been allies of the LGBTQI+ community and championed the cause of equality and diversity. For example, all seven Copenhagen mayors, a unanimous Copenhagen City Council and the whole Danish government are backing this WorldPride bid.

Several advocacy groups working with LGBTQI+ related issues also have their headquarters in Copenhagen, counting LGBT Denmark, LGBTQI+ Youth, the Danish Aids Foundation, Sabaah, Transpolitical Forum, Humanity in Action, Amnesty International, LGBT Asylum, Pan Idraet, the Danish Institute for Human Rights and the Danish Family Planning Association.



## DID YOU KNOW: COPENHAGEN...

- Has a city-sponsored LGBTQI+ nursing home. It opened in 2015
- Is home to Centralhjørnet, Europe's oldest gay bar
- Hosted EuroPride in 1996, EuroGames in 2003 and World OutGames in 2009
- Teaches pupils about diversity and LGBTQI+ rights from the age of six – this applies to pupils in the rest of Denmark as well

# 2021



COPENHAGEN 2021\*  
#YouAreIncluded

## YOU ARE INCLUDED

Copenhagen Pride is celebrating its 25th anniversary in 2021 and is proudly bidding to host WorldPride that year for a spectacular event that brings the world together in Copenhagen

# BIDDING ORGANIZATION

COPENHAGEN PRIDE IS BIDDING TO HOST WORLDPRIDE IN 2021. A PROFESSIONALLY-STAFFED OFFICE OF THREE PEOPLE WORKING FULL-TIME ON THIS PROJECT HAS ALREADY BEEN SET UP TO FACILITATE THE PROCESS, WE ARE CONSULTING WITH EXTERNAL ADVISORS ON MATTERS OF INCLUSIVITY – AND WE ARE EXCITED TO HAVE THE FULL SUPPORT OF ALL SEVEN MAYORS OF COPENHAGEN AND THE DANISH GOVERNMENT

Each year, Copenhagen Pride hosts the annual Copenhagen Pride Week in August and Winter Pride in February.

As Denmark's largest human rights events, Copenhagen Pride Week covers six days and features numerous cultural events all over the city, an impressive stage show on each night and an extensive debate and workshop program covering topics of relevance to the LGBTQI+ community.

With record-shattering attendance in 2016, Copenhagen Pride Week is furthermore proud to be to the largest festival in all of Copenhagen with:

- 30,000 people marching in the annual pride parade and more than 300,000 attendants and spectators over the course of Copenhagen Pride Week
- 115 organizations and companies taking part in the pride parade
- 30 hours of educational sessions, workshops and political debates held over the course of four days during Copenhagen Pride Week

- Events on more than 50 days during the year of 2016

## HISTORY AND PURPOSE

Copenhagen Pride was founded as an organization in 1996, when Copenhagen hosted EuroPride. Building on the legacy of the Christopher Street Day celebrations that had taken place since 1978, Copenhagen Pride gathered a movement in what has become an annual event – and a platform to celebrate diversity, increase visibility and advance equality in Denmark and abroad.

Copenhagen Pride is working to influence legislation, raise awareness and fight for the rights of LGBTQI+ people. That is why Copenhagen Pride has increasingly taken on the role of an interest group by for example championing the cause of transgender and intersex rights. Furthermore, Copenhagen Pride has built a strong international profile. We have invited several LGBTQI+ activists from marginalized communities around the world to take part in our pride to

raise awareness about the human rights violations of LGBTQI+ people in other countries.

## PUBLIC SUPPORT

Copenhagen Pride enjoys widespread public support. This is demonstrated by most political parties and many influential politicians and community leaders marching in the annual pride.

Since 2012, different prime ministers have marched in the parade and the current center-right government has been vocal in their support for this World Pride bid.

Furthermore, Princess Marie marched in 2016, making Denmark the first country in the world to have royal representation at a pride parade.

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IT'S WONDERFUL TO SEE THE PARADE GROWING. MORE PEOPLE ARE MARCHING ALONG. I'M EXCITED ABOUT DENMARK POSSIBLY HOSTING WORLDPRIDE IN 2021. I HOPE WE SUCCEED.

*Mr. Lars Løkke Rasmussen, prime minister of Denmark, when he marched in the Copenhagen Pride parade in 2016*

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## LEGAL STATUS AND STRUCTURE

Copenhagen Pride is registered as a 'member based association' by Danish authorities. A member is an individual person who has paid the membership fee or an individual person who has committed at least 12 hours of volunteer work for Copenhagen Pride during the latest fiscal year.

The board of Copenhagen Pride consists of seven people: A chairperson, a vice chairperson, a secretary, a treasurer and three ordinary board members.

The chairperson is elected by the Annual General Assembly and serves a two-year term with reelection permitted. Each year, the Annual General Assembly elects half of the board for a two-year term, thus ensuring continuity. The Annual General Assembly is the highest authority and comprises all members of Copenhagen Pride. Furthermore, Copenhagen Pride engages several so-called super volunteers with professional experience in the fields of communications, logistics, accounting, fundraising etc.

## KEY STAFF

To make WorldPride in Copenhagen a success, three people are already working full-time to make this event a reality.

This team brings skills in HR and financial management, wide-ranging experience in organizing pride parades, knowledge of the international LGBTQI+ pride movement, strong skills in campaign and social media management as well as lobbying experience to the table.

In the following sections, we will use the terms MI, FI and NB as acronyms of male-identified, female-identified and non-binary.



### LARS HENRIKSEN

Chairperson of Copenhagen Pride since 2013, regional director of InterPride region 11, chair of EPOA's bylaws committee and member of the Copenhagen Lord Mayor's culture network.

(MI)



### Lars Christian Østergreen

Ten years of employment in the City of Copenhagen, proven HR skills after managing a staff of 55 people and extensive expertise in financial management.

(MI)



### MARTIN XAVER DOVER

Campaign manager of two successful political campaigns, strong results in social media management and digital fundraising and experience in engaging and influencing decision-makers.

(MI)



## SPECIAL CONSULTANTS

As we want WorldPride in Copenhagen to truly live up to its creed, that #YouAreIncluded, we have joined forces with several activists from the Danish LGBTQI+ community to form advisory committees that will consult with us regarding the inclusion, representation and visibility of people who are intersex, transgender, asexual, lesbian and bisexual. These committees will serve to elevate the agendas of these segments of our community and increase their visibility in our event.



### INTERSEX COMMITTEE

Stephanie Toff  
(FI)



### INTERSEX COMMITTEE

Inge Toff Thapprakhon  
(FI)



### ASEXUAL COMMITTEE

Martin Spangsbro-Pedersen  
(MI)



### ASEXUAL COMMITTEE

Astrid Haugaard Eriksen  
(FI)



### WOMEN'S COMMITTEE

Kirstine Rom  
(FI)



### WOMEN'S COMMITTEE

Maria E. Jensen  
(FI)



### WOMEN'S COMMITTEE

Annie Worsøe  
(FI)



### WOMEN'S COMMITTEE

Susanne Branner Jespersen  
(FI)



### TRANSGENDER COMMITTEE

Mark Nielsen  
(MI)



### TRANSGENDER COMMITTEE

Laura Mølgaard Tams  
(FI)



### TRANSGENDER COMMITTEE

Alice Minor  
(FI)



### TRANSGENDER COMMITTEE

Niels Jansen  
(MI)



### INTERSECTIONAL COMMITTEE

Fahad Saeed  
(MI)



### INTERSECTIONAL COMMITTEE

Moeisha Aden  
(FI)



### INTERSECTIONAL COMMITTEE

Natasha Al-Hariri  
(FI)

## Postal address

Knabestræde 20, st  
1210 København K  
Denmark

## Contact

Tel. +45 4110 9414

Fax. N/A

[bestyrelsen@copenhagenpride.dk](mailto:bestyrelsen@copenhagenpride.dk)

## Chairperson

Lars Henrikse n

[Lars.henrikse n@copenhagenpride.dk](mailto:Lars.henrikse n@copenhagenpride.dk)



### Chair

Lars Henrikse n  
(MI)



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Tonny Lilje nberg  
(MI)



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Casper Karup Hedegaard  
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# PRIDE



COPENHAGEN 2021  
#YouAreIncluded

# WORLDPRIDE IN COPENHAGEN

THERE ARE MANY REASONS TO CELEBRATE WORLDPRIDE IN COPENHAGEN AND WE HAVE SO MANY THINGS TO OFFER. THIS WILL BE AN EXTRAORDINARY EVENT THAT WILL FOREVER ALTER YOUR PERCEPTION OF PRIDE AND INVITE YOU ON A TRANSFORMATIVE JOURNEY THROUGH LGBTQI+ HISTORY AND CULTURE.

WorldPride in Copenhagen will be a rainbow-colored pride party that will exceed your expectations. We plan for a busy eleven days of events bringing you arts exhibitions, music performances, VIP receptions, human rights debates, sporting events and out-of-this-world parties.

## MILESTONES AND ANNIVERSARIES

2021 marks a significant year in Danish LGBTQI+ history. WorldPride in Copenhagen will be the celebration of no less than five anniversaries:

- 70th anniversary: The world's first successful genital reconstructive surgery was performed in Denmark in 1951
- 50th anniversary: A Danish chapter of the Gay Liberation Front was founded in 1971
- 40th anniversary: Denmark unilaterally removed homosexuality from the list of mental illnesses in 1981

- 25th anniversary: The first Copenhagen Pride was celebrated in 1996, the same year that Copenhagen hosted EuroPride
- 15th anniversary: Danish lesbians obtained the right to assisted reproduction in 2006

## PRIDE HOUSE

The Palads movie theatre has been selected as our prospective Pride House. As a colorful landmark, this building will be perfect as the beating heart of WorldPride in Copenhagen.

Palads has an impressive entrance hall and registration facilities to welcome all participants, a spacious underground nightclub to host awesome pride parties and seventeen rooms of various sizes to be used for our human rights conference and movie screenings. As Palads is a truly unique setting in the center of Copenhagen, it is the obvious choice as our Pride House.

Palads will serve as a registration and information hub throughout the celebration of WorldPride, and we also plan for it to host a human rights conference focusing on topics of general LGBTQI+ importance while also covering issues relevant to the various parts of our community such as rainbow family issues, trans rights and queer activism. Other thematic tracks will of course be included and emerging issues will be considered as we get closer to 2021. In the case that some issues stand out as particularly relevant, it will be set up thematic one-day conferences running either parallel with, before or after the human rights conference. We also plan for Palads to host a sports leader conference with a specific focus on combating homophobia, biphobia and transphobia in sports.

Palads will also serve as a cultural centre with an exhibition area and in the evenings, the seventeen cinemas will screen various movies in collaboration with relevant partners and film festivals.

In the underground nightclub, it is possible to host a series of spectacular theme parties throughout the festival, thus maintaining a Pride House buzzing with activity at all hours of the day or night. Indeed, this Pride House will be the heart and soul of WorldPride in Copenhagen.



### **PRIDE MILE**

Copenhagen has one of Europe's longest shopping streets. With all the well-known high street stores and expensive brands, Strøget has all you could wish for. We envision this street as a Pride Mile with rainbow colors and flags leading people from one end of the street to our Pride Square rainbow village. We hope to partner with the various stores to have them decorate their windows so that all customers become a part of WorldPride.

### **RAINBOW VILLAGES**

WorldPride in Copenhagen will seek to alter the DNA of Copenhagen and shake each participant's perception of pride by setting up not just one, but several Rainbow Villages all over the city. Examples are:

#### **Democracy 1:1**

Outside the Pride House, we envision a democracy village, where topics from the human rights conference and the sports leader conference are debated freely with the public to raise awareness and encourage dialogue.

With this initiative, we hope to be able to showcase the unique Scandinavian model for free and horizontal political debates. Modelled on the People's Political Festival in Denmark and all the other democracy festivals taking place all over Scandinavia every summer, we aim to engage NGOs, civil servants, academics, high-profile decision-makers,

activists and ordinary citizens from all over the world in a free exchange of views and ideas.

We also expect this village to present an array of food vendors who will not only cater to the various human rights conferences, but also to the Democracy 1:1 Village and serve food from all corners of the world in an open air, street food setting.

### **Pride Square**

The traditional Copenhagen Pride Square will of course emerge on the City Hall Square as an impressive Rainbow Village. LGBTQI+ organizations and NGOs from all over the world will line the square and invite by-passers and spectators to learn more about their work, take part in global calls-to-action and get to know more about what Copenhagen has to offer the global LGBTQI+ community. The Pride Square will also serve as an exciting and pulsating backdrop to five days of open air, free of charge shows and other cultural events taking place from late afternoon and into the night.

### **OPENING CEREMONY**

Our vision is to host a spectacular beach party-style opening ceremony at Ofelia Plads, approx. 50 yards from the residence of the Royal Family. Set on the harbor front at the end of Nyhavn, Ofelia Plads is a square between sky and sea and an astonishing setting to welcome people to WorldPride in Copenhagen.

We hope to gather all delegations for a pre-opening ceremony reception at the Royal Opera House, from where we plan to take all participants across the harbor by boat. The boats will then be moored and all participants will set foot on the sand-covered Ofelia Plads to walk the red carpet up to and across the stage, where they are greeted by a cheering crowd.

The stage will be the epicenter of this huge Danish style beach party extravaganza with an array of artists and DJs performing and prominent speakers welcoming people to Copenhagen.

Beach chairs and sun beds will be placed along the pier and grass-covered green spots will feature food trucks, bars and information hubs. During the opening ceremony, visitors and Copenhageners are invited to frolic in the sand and enjoy a dip in the clean sea water surrounding Ofelia Plads on three sides. Yes, we will even encourage participants to go for a swim as we plan for one of our bars to be floating on the water a few yards away from the pier!

When the music fades at midnight, we invite all participants to join us one floor below ground, where the giant parking house underneath Ofelia Plads will be the rough and metropolitan setting for an amazing continuation of the festivities.

Attendees: 10,000+  
Time and date: 4PM-5AM, August 13

## **HUMAN RIGHTS MANIFESTATION**

The WorldPride march in Copenhagen will be an enormous human rights manifestation. It will attract tens of thousands of people and hundreds of thousands of spectators. What is truly unique about the Copenhagen Pride parade is that there is no fencing along the route, meaning that spectators can choose to join the parade as it makes its way through the city. Indeed, Copenhagen Pride opens its arm to everyone. It creates a truly ecstatic dynamic to be part of a parade that increases as more and more people blend in for the party to grow bigger and bigger. The inclusivity of Copenhagen is furthermore experienced by the thousands of people who spend an afternoon in their windowsills and on their balconies, blowing kisses and waving rainbow flags at the parade.

We want every participant at WorldPride in Copenhagen to experience this in our human rights manifestation as we celebrate diversity and love. Citizens will be walking side by side with global decision-makers, celebrities, advocates, organizations and companies in a resounding call for equality in all parts of the world. This manifestation will truly and without a doubt be the epitome of #YouAreIncluded.

Attendees: +60,000 marchers and +500,000 spectators  
Time and date: 1PM-4PM, August 21

## **CLOSING CEREMONY**

As is tradition for Copenhagen Pride, the closing ceremony will take place on the city's most prestigious square – right under the gilded sculpture of Bishop Absalon, who founded Copenhagen in the 10<sup>th</sup> century and overlooks the entire heart of the city from the impressive Copenhagen City Hall.

The Rainbow Village on Pride Square will have been partially dismantled to accommodate an even larger audience, and we plan a stage show that will blow people's minds. Starting at 4PM and lasting all night, the closing ceremony will have its grand finale with the world-famous Tivoli Garden fireworks at midnight.

In line with the Copenhagen Pride tradition, we encourage the whole city to join in and transform the medieval streets adjoining the City Hall Square into lavish, raunchy street parties, with loads of happy people enjoying themselves and having a good time as pop-up stages offer an array of endless performances in the middle of the streets.

As the party at Pride Square comes to an end, the closing ceremony will continue as an extravagant indoor closing party which will feature some of the best DJs and club artists from all over the globe.

Attendees: +30,000  
Time and date: 4PM-5AM, August 21

## VIP RECEPTIONS

WorldPride in Copenhagen will bring together thousands of prominent people from the global LGBTQI+ community. To ensure opportunities for networking, we plan to host receptions to bring decision-makers, activists, community leaders, researchers and philanthropists together for them to discuss LGBTQI+ issues in less formal settings. Presently, three major VIP receptions are envisioned:

A reception at Marienborg, the official residency of the Danish prime minister. The reception will be hosted by the Danish Government.

Attendance: 300

A reception at the Copenhagen City Hall. The reception will be hosted by the Copenhagen City Council under the leadership of the Lord Mayor.

Attendance: 350

A reception at the Copenhagen Stock Exchange, built by Christian IV in the 1620s. The stock exchange with its impressive spire of four dragon tails, right next to the Danish parliament, provides a unique setting for the reception hosted by the organizing committee behind WorldPride.

Attendance: 400

## PARTIES

Pride Square will feature open air, free of charge stage shows every night, but as we have to close

down around midnight, the attendees will venture out to experience the vibrant nightlife of Copenhagen and every night will sport its own official WorldPride signature party in different, exciting and surprising venues. Each of these parties should be able to accommodate up to 2,000 attendees. We are contemplating several venues such as the Tivoli Gardens, Christiania, the Copenhagen harbor bath, the docks by the Danish Maritime Museum, Ørstedsparken (the historically most renowned cruising area in Copenhagen) and many others.

In addition, we plan to partner with a vast number of pop-up party organizers to create smaller theme-based parties. These will be aimed at specific groups in our community such as women, trans people and queers and non-alcoholic youth parties, pool parties etc. or be based on specific interests or fetiches such as leather, bears, sportswear and so on. Limits set only by the imagination.

## KIDS-FRIENDLY ACTIVITIES

Since Copenhagen is known to be a family-friendly city, we are looking at ways to make sure that those travelling with their kids have fun and kids-friendly activities at their disposal. Copenhagen Pride has good relations with Tivoli and Copenhagen Zoo, so it come natural to organize rainbow family inclusive events with these. As Copenhagen have several staffed playgrounds, these could serve as the venue for rainbow family play dates.

## CULTURAL EVENTS

We plan for cultural events to take place all over the city. We are already talking to some of the largest cultural institutions in Greater Copenhagen about their involvement in WorldPride, and we have been pleasantly surprised to see the amount of interest from The Danish National Museum, The National Gallery, The Royal Theatre, The Royal Opera, The Royal Ballet, The Copenhagen City Museum, The New Carlsberg Glyptotek, Thorvaldsens Museum, Kunsthall Charlottenborg, The Danish Maritime Museum, the Hamlet Stage at Kronborg and many others.



We expect that most cultural institutions, theatres, galleries, parks and tourist sites in and around Greater Copenhagen will become an integrated part of the event and thereby help us ensure, that WorldPride in Copenhagen is indeed WorldPride in the ENTIRE city. Whoever you are, where ever you live, whatever you do during WorldPride, #YouAreIncluded. In addition, we plan to invite artists from all over the world to exhibit and showcase their work in Copenhagen. We envision international theatres performing in the streets and parks of the city, bands and performers at every turn you make and parks and bridges turned into cozy venues at which to hang out Copenhagen style.

All the major festivals of Copenhagen will be invited to join in. With the close collaboration between all festival organizers in Copenhagen, we have no doubt that they will see this as a unique opportunity to showcase their festivals! Hopefully, they will induce in WorldPride participants a desire to return to Copenhagen for Distortion, Copenhagen Cooking, Frost Festival, Strøm, Copenhagen Jazz Festival, Copenhagen Opera Festival, Copenhagen MIX, PIX and DOX and all the other festivals that each year turn Copenhagen into one of the most exciting and diverse cultural hubs of the world. Hosting WorldPride in Copenhagen, we will strive to ensure representation and visibility among the artists and performers taking part in this event.

As a special legacy, we want to ask artists to interpret the spirit of WorldPride in Copenhagen in their art and to collect these works in an attractive coffee table book for participants to take home as a souvenir and a reminder of what was accomplished during WorldPride in Copenhagen in 2021. We are also exploring ways to utilize new and emerging technologies to encapsulate the feeling of WorldPride in Copenhagen in for example virtual reality videos to be used in teaching materials and capacity building workshops for LGBTQI+ activists.

#### **SPORTING EVENTS**

Sports will be an integrated part of this event as Pan Idraet, the Copenhagen LGBTQI+ sports club is bidding to host EuroGames in Copenhagen simultaneously with WorldPride.

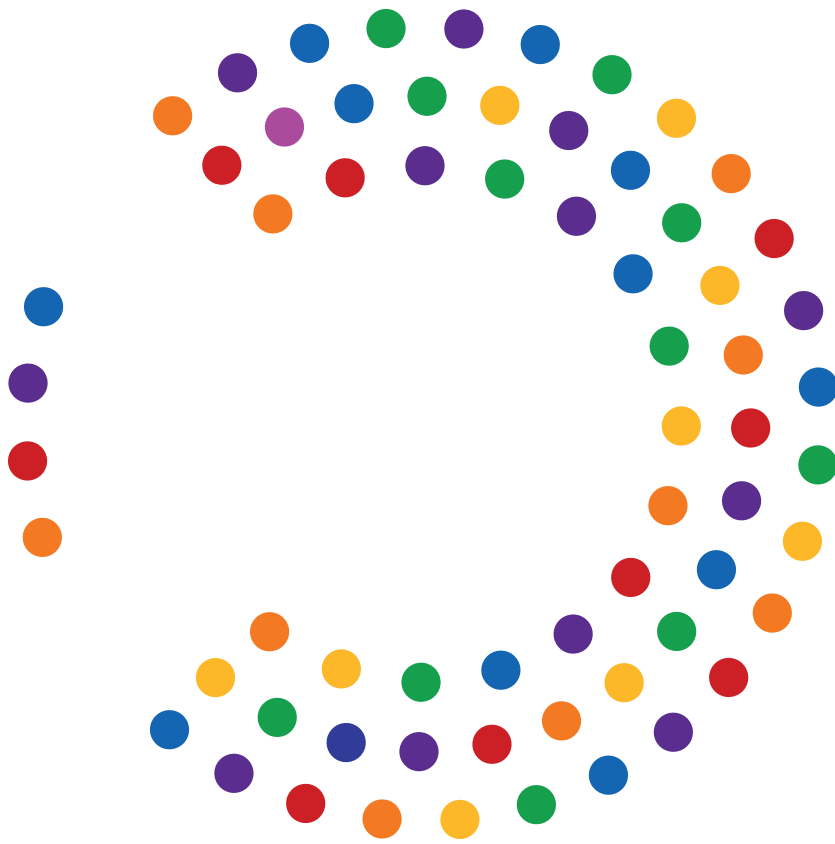
Copenhagen Pride and Pan Idraet have a long history of close collaboration and have already worked together for the past three years to unite WorldPride and EuroGames in a collaborate celebration 2021. The two events will not just be parallel – they will be fully integrated into one another in one spectacular, unified event that we call Copenhagen 2021, while duly respecting the individual identity of both events.

EuroGames 2021 will feature +25 different sports and work to attract both elite athletes and amateurs of all letters of the acronym and from all over the world. In addition to the regular and recognized tournaments of EuroGames, we wish to host a selection of popular sporting events open to all such as Drag Olympics, roller-skating through the city, bicycle workshops, skiing on the Copenhagen ski slope and rainbow family sports.





# TALKS AND DEBATES



# HUMAN RIGHTS PROGRAM

WORLDPRIDE IN COPENHAGEN WILL FEATURE AN AMBITIOUS HUMAN RIGHTS PROGRAM, BUILDING ON THE LEGACY OF WORLDPRIDE IN MADRID AND STONEWALL 50 TO PUSH OUR AGENDA OF EQUALITY AND DIVERSITY FORWARD

With high-profile speakers, workshops, presentations, panel discussions and open debates, our human rights conference will shed a light on the struggles faced by LGBTQI+ people and serve to educate decision-makers and the public to increase understanding and unite our community and allies in a global call to action.

## **HUMAN RIGHTS CONFERENCE**

Our human rights conference will cover the many sides and nuances of LGBTQI+ life. The conference will pick up the baton from Madrid and New York to assess the progress being made around the world and discuss how to move forward as a global community. As we partner with various international and Danish LGBTQI+ organizations, issues to be covered in this conference could include LGBTQI+ workplace and housing discrimination, research into the health and well-being of LGBTQI+ people, persecution and criminalization of LGBTQI+ people in the global south, LGBTQI+ rights advocacy at the UN etc.

Furthermore, the conference will also include sessions where participants will learn how to use tools such as norm criticism to highlight and question norms and privileges, and how to apply an intersectional analysis to gain an understanding of how configurations and intensity of oppression may vary.

The conference would of course include plenary sessions and speeches to cover issues of general importance, but smaller workshop and training sessions would also be included to cater to the different needs and wishes that people from various parts of the world and our community may have.

Parts of the human rights conference would also be open to the public and we envision that some of the more educational and informative sessions might be repeated on the Democracy 1:1 Rainbow Village for the public to take part. Copenhagen Pride has had an extensive debate program in the Human Rights Tent for years, and we imagine a similar concept to

be developed for panel discussions and debates to be held outside of the conference sessions to invite Copenhageners and visitors to participate.

The human rights conference will feature various educational tracks to cater to participants' different interests and professions. Educational tracks will include, but not be limited to, rainbow family issues, transgender rights and queer activism. All parts of the human rights conference will feature translation for the hearing impaired.

## **SPORTS LEADER CONFERENCE**

As we plan to host EuroGames and WorldPride at the same time, we also plan to host a Sports Leader Conference focusing on empowering the LGBTQI+ clubs around the world and the inclusion of LGBTQI+ people in sports.

Collaborating with important stakeholders such as the organization Athlete Ally, European Gay & Lesbian Sport Federation and the Danish Gymnastics and Sports Association, we want to give athletes and coaches of all ages and all sports, recreational and competitive, the knowledge and tools necessary to effectively combat discrimination on their teams and in professional leagues.

The aim is to strengthen the LGBTQI+ sports clubs of the world, and open sports to even more openly LGBTQI+ athletes and foster a more inclusive athletic community for all.

### **OUTREACH PROGRAM**

Since we are striving to make WorldPride in Copenhagen nothing less than truly inclusive and truly global, it comes natural for us to look at ways to bring people from marginalized communities to Copenhagen for the celebration of this event.

We want to establish an outreach program of approx. €1 million to accommodate the participation of pride organizers, LGBTQI+ activists and athletes from around the world who would not be able to afford this by themselves. Funds will be provided according to ILGA standards. We will partner with philanthropic foundations to raise these funds as well as experiment with grassroots fundraising and crowdfunding

methods. Participants are also encouraged to donate a solidarity fee when registering for WorldPride 2021.

### **WHAT IS MY PRIDE?**

As part of the legacy of Copenhagen 2021, we plan to develop an educational program that should involve school children in 6th to 8th grade all over Greater Copenhagen. The program should run in April and May prior to WorldPride to inform and prepare the students for WorldPride, raise their understanding for pride and create small pride ambassadors all over the region.

We perceive the LGBTQI+ movement as an integral part of the history of the popular movements in Denmark, where unity means strength. The LGBTQI+ com-

munity has managed to elevate itself from discrimination, legal bans, government abuse, stigmatization, invisibility and persecution up into a narrative of strength, unity, involvement in society and equality. We find this narrative ideal in the larger context of anti-bullying and inclusion in schools and classrooms. Students will become conscious of themselves in the tale of the LGBTQI+ movement and should end up posing themselves the question: What is MY pride?

Then they write slogans, create picket signs and organize small pride parades in the streets to insist on their right to individuality. This will educate them to stand up for not only their own rights, but for others' rights as well. Indeed, they will all be small pride ambassadors.





**COPENHAGEN 2021\***  
#YouAreIncluded

Honouring our past, leading the way to our future. WorldPride in Copenhagen will be a milestone in our modern fight for LGBTQI+ equality

# CHANGE OUR WORLD



# OUR IMPACT

THE IMPACT OF WORLDPRIDE IN COPENHAGEN WILL REACH FAR ACROSS THE BORDERS OF DENMARK AS THIS EVENT WILL NOT ONLY EMPOWER THE GLOBAL LGBTQI+ COMMUNITY, BUT ALSO EMBOLDEN LGBTQI+ ACTIVISTS FROM AROUND THE WORLD AND PROVIDE THEM WITH THE TOOLS NECESSARY TO SPARK CHANGE IN COUNTRIES WHERE WE ARE MARGINALIZED, SILENCED AND PERSECUTED

## **A RAINBOW-COLORED TRAILBLAZER**

The political consensus on LGBTQI+ rights in Denmark is quite unique in a global context. A unanimous vote in parliament removed transgender people from the list of mental illnesses in 2017, and parliamentarians from both sides of the aisle paved the way for equal marriage in 2012.

Furthermore, the Copenhagen City Council has been extremely supportive of this event: A unanimous city council voted to provide public funding for the bidding process and all seven mayors of Copenhagen have expressed their wholehearted support for Copenhagen to host WorldPride in 2021.

When Denmark was the first country in the world to legalize same-sex unions in 1989, we became a rainbow-colored trailblazer. In the years that have followed, Denmark have continued to advance the rights of LGBTQI+ people at home as well as push for

equality and diversity abroad. Denmark is an unapologetic ally of the international LGBTQI+ community

## **A TRULY GLOBAL EVENT**

We plan an ambitious outreach program that can bring LGBTQI+ activists and athletes to Copenhagen and let them see what pride is all about: Enhancing visibility, speaking up for justice and fighting for equality.

Over the course of an extensive educational program, activists will be empowered and learn how to run effective non-profits in their home countries by building grassroots support, creating change through advocacy and service provision, engaging like-minded stakeholders, raising funds and communicating their message. They will inspire each other and pave the way for equality all over the world.

Denmark has been a staunch supporter of LGBTQI+ rights at a global level. Since Denmark will most likely be a member of the UN Human Rights Council in 2021, hosting WorldPride in Copenhagen will help direct Danish decision-makers' attention towards the discrimination and injustice faced by LGBTQI+ people and catapult these issues into global human rights discussions as well.

When Uganda passed the Anti-Homosexuality Act in 2014, the Danish minister of development cooperation decided to appropriate funds directly to civil society organizations rather than the Ugandan government.

Hosting WorldPride in Copenhagen will serve to hold Danish decision-makers accountable to their promise of continuously promoting LGBTQI+ rights in countries where LGBTQI+ people are silenced and criminalized by their governments.

This all comes down to one thing: WorldPride in Copenhagen will be truly global in its nature. We want this event to go down in history as a milestone in the modern fight for LGBTQI+ equality, sparking change in all corners of the world and put countries on the same path towards equality that Denmark started paving decades ago.

### **REGIONAL POWER BROKERS**

As a regional bid backed by all major Scandinavian InterPride members, WorldPride in Copenhagen will also bring the message of equality and our celebration of diversity to prides in cities in the rest of Scandinavia.

Our ambition is to lay the foundation to a unified Scandinavian block that can promote LGBTQI+ rights and equality at the heart of international policy processes.

As we look to the future, hosting WorldPride in Copenhagen will strengthen the ties between Scandinavian countries to also encompass the important issue of LGBTQI+ rights and all three will work together to combat bigotry and intolerance in international negotiations.

### **BUILDING BRIDGES**

WorldPride in Copenhagen will be all about building bridges in our international LGBTQI+ community. Co-

penhagen Pride enjoys widespread public and political support, but that may not be the case in countries where LGBTQI+ people face persecution and discrimination.

We want to create a platform for pride organizers to share knowledge and inspire each other.

### **HIGH-LEVEL AND DOWN TO EARTH**

Furthermore, Denmark has a long-standing tradition of bringing high-level talks behind closed doors out into the light. So, while we seek to influence decision-makers in Denmark and abroad, we will focus just as much on inviting Copenhagensers and people from all over the world into this event.

We will raise awareness among the general public to change the hearts and minds of those not yet tolerant of the LGBTQI+ community.

We will educate our straight allies to become champions and advocates.

WorldPride in Copenhagen will not be just another LGBTQI+ event for LGBTQI+ people. It will be an inclusive event that brings people of all letters of the acronym together, challenges stereotypes of all kinds and empowers people from all backgrounds. As Copenhagen Pride has been growing and seeing an increase in public support over the years, this will be a celebration of diversity that fills the streets of Copenhagen and extends the unique feeling of pride far beyond the LGBTQI+ community. Because we know

that bringing people from all walks of life into our community is exactly how we make people understand the struggles and barriers that LGBTQI+ people face.



#YouAreIncluded

# COPEN HAGEN 2021



# TRANSPORTATION AND SAFETY

COPENHAGEN AIRPORT IS THE MAIN HUB IN SCANDINAVIA AND HAS EASY ACCESS FROM ALL CONTINENTS, AND COPENHAGEN IS AN EASILY ACCESSIBLE AND COMPACT CITY, IN WHICH MOST OF THE HOTELS, RESTAURANTS, VENUES, SIGHTS AND SHOPS ARE WITHIN WALKING DISTANCE OF EACH OTHER. THE CITY OFFERS HIGHLY EFFICIENT PUBLIC TRANSPORT TO CONNECT ALL PARTS OF THE CITY IN FEW MINUTES.

## TRAVELLING TO COPENHAGEN

Copenhagen Airport is the largest airport in Scandinavia. Non-stop flights from 157 international destinations and more than 4,000 weekly departures, makes Copenhagen easy to access from all continents. More than 70 airlines have flights to Copenhagen, including major carriers such as SAS, British Airways, Turkish Airlines, Emirates, Icelandair, KLM and Air Canada. But as we get closer to hosting WorldPride in 2021, this will expand greatly since a major expansion of the airport is underway.

## Budget-friendly flights

In 2010, Copenhagen Airport opened a terminal exclusively for budget-friendly carriers, and today more than 10% of the airlines operating in Copenhagen Airport are budget airlines. These serve several European destinations and numerous destinations overseas such as New York, Los Angeles, Las Vegas, Orlando and San Francisco.

## Getting to the city

The last leg of your travel will be incredibly easy as Copenhagen Airport has a metro station and a train station just below the arrival hall. The metro will take you from the airport to the city center in just 13 minutes. Several bus lines run from the airport to the city center.

Taking a taxi from the airport to the city is also easy as the taxis pick up passengers right by the arrivals area.

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UNLIKE OTHER COUNTRIES WHERE YOU WILL HAVE TO MAKE AN EFFORT TO SPEAK TO LOCALS IN THEIR LANGUAGE YOU'LL FIND MOST DANES SPEAK BETTER ENGLISH THAN YOU DO YOURSELF!

*Niall Harbison, lovin.ie*

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Car rental companies at Copenhagen Airport include Avis, Europcar, Budget, Hertz, Sixt and Enterprise.

## AROUND COPENHAGEN

Thanks to its compact scale and extensive pavements, street crossings and pedestrian zones, Copenhagen is easy to explore by foot and safe to walk around in, day and night.

Copenhagen offers a well-functioning infrastructure with 400 kilometers of bicycle lanes with beautiful routes and bridges connecting all parts of the city. If you prefer to experience the city on two wheels as most locals, it is easy to get a hold of a bike. Most bike shops and hotels offer bikes for rent, and some hotels even lend bikes to their guests for free.

The city also hosts an extensive public transportation system that connects the various areas of the city center as well as the rest of Greater Copenhagen.



You can take the train from the Central Station and be in Sweden in 20 minutes. Furthermore, the Copenhagen metro is one of the world's most sophisticated urban transportation systems being driverless and in service 24/7. The metro will feature 39 stops in 2021, covering most areas of Copenhagen. Busses also run 24/7 and makes it easy to get around in areas not being fully covered by metro and train.

Public transportation is reasonably priced; however, we are initiating talks with authorities to be able to offer a free travel pass as part of your WorldPride 2021 registration.

Taxis are easy to hail on the street, and all taxis are clearly licensed and operate at fixed mileage rates.

## PEOPLE WITH DISABILITIES

Copenhagen is quite accessible for people with disabilities, whether they have limb impairments or may need the service of a wheelchair. Furthermore, large parts of the city have guidance paving as well as traffic lights with sound signals to help the visually impaired navigate around the city.

### Transportation

All metro stations are easily accessible and equipped with either elevators or lifts. For train services, you can call in and make sure that train personnel will be ready to assist you in getting on and off the train. Most busses have a collapsible slope by the middle

doors, and all taxis accept collapsible wheelchairs. It is also possible to rent minibuses specially designed to help wheelchair users. Also, disability bikes are available for rent from [www.rentyourbikehere.dk](http://www.rentyourbikehere.dk).

### Accommodation

Most hotels have facilities for people with disabilities, including elevators and lifts. Following is a list of some of the hotels, which offer rooms suitable for wheelchair users; AC Hotel Bella Sky Copenhagen, Copenhagen Marriott Hotel, Hotel D'Angleterre, Radisson BLU Royal Hotel, Scandic Copenhagen, Tivoli Hotel and WakeUp Copenhagen Borgergade.

### Attractions

Most museums and attractions around the city are accessible for wheelchair users

### Further information

Please visit [www.godadgang.dk/gb/main.asp](http://www.godadgang.dk/gb/main.asp) (=good access) for further information on which facilities in Copenhagen are suitable for the different impairments.



Photo: Frank Stjerne

## **HEALTH AND SAFETY**

Institute for Economics and Peace named Denmark the 2<sup>nd</sup> most safe and secure travel destination in the world in 2016. Of course, there's always the risk of petty crimes such as pickpockets, but there's no need to feel unsafe when making your way around the city – in fact, 94% of Copenhageners report feeling safe and secure, and 78% of Danes report that they generally trust people that they do not necessarily know.

Should an acute emergency happen, the emergency number is 112. If you need to get in touch with local police to report a minor crime, dial 114. Dialing these numbers are free of charge.

### **Police**

Police officers in Denmark are not allowed to randomly frisk people, so should you be the target of such acts or racial profiling, make sure you ask for a legit ID and are given a specific reason to why the officer in question has approached you. With that having been said, police in Denmark are friendly and police officers walking in the pride parade and patrolling the Pride Square will often wear rainbow flags and take part in the celebrations one way or another. If you see them around our venues and events, please know that they are only there to help and make sure that everything goes well and be ready to give them a hug.

### **Legal ages**

There is no legal drinking age in Denmark, but you must be at least 16 years old to buy beers and wine, while you have to be at least 18 to be able to buy beverages with an alcohol content of 16.5% and above and to order alcoholic beverages in bars and restaurants. It is legal to drink in public in Denmark, so feel free to bring a couple of beers to enjoy by the quay of Nyhavn as Copenhageners often do. Cigarettes and tobacco can be purchased by those of 18 years of age, and while smoking in public is legal, smoking in restaurants, bars and trains are generally prohibited, although exceptions may exist with smaller bars allowing smoking inside. Although you'll find stands in Christiania more or less openly dealing with marijuana, please know that possessing marijuana or any other drugs is illegal. The age of consent in Denmark is 15 for both straight and same-sex relations.

### **Healthcare**

Denmark is known around the world for having high-quality universal health care for all its residents. The health care provided for citizens of other EU countries will most likely be covered by this public health insurance within the limits agreed upon between your country and the Danish authorities. However, as a tourist in Denmark, from an EU country or from a non-EU country, you should always make sure that you have adequate health insurance.

Check with your travel agency or your insurance company before departure. In case of sudden illness or less serious injuries, dial 1813 to speak to a nurse and get information about which hospital to go to for a reduced waiting time. You can safely travel to Denmark as a person living with HIV as no travel restrictions apply to you.

# COPEN HAGEN



#YouAreIncluded

# ACCOMMODATION

COPENHAGEN OFFERS A WIDE VARIETY OF HOTEL ACCOMMODATION RANGING FROM LUXURY 5 STAR HOTELS TO VERY AFFORDABLE BUDGET HOTELS AND HOSTELS. WITH MORE THAN 20.000 HOTEL ROOMS IN COPENHAGEN, WE LOOK FORWARD TO HAVE YOU STAYING HERE FOR WORLDPRIDE 2021.

## HOTELS IN COPENHAGEN

Copenhagen's hotel capacity has expanded by more than 50% in the last 10 years, which means that the city now has 21,100 rooms to meet every imaginable demand, wallet and taste. Copenhagen offers a wide range of international hotel chains, such as Hilton, Marriott and Rezidor as well as a number of Danish, family-owned chains.

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**MORE THAN 70% OF THE HOTELS IN COPENHAGEN ARE ECO-LABELED AND ALL OFFER FREE WI-FI**

*[Visit Copenhagen Press site](#)*

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Hotels and hostels are spread around Copenhagen, though with a larger concentration of hotels in the area near Copenhagen Central Train Station as well as the area around Kongens Nytorv.

Both areas are easily connected to Copenhagen Airport by metro.

### For cost-conscious travelers

Two very popular budget hotel chains in Copenhagen are WakeUp and Cabinn with several hotels in different areas of Copenhagen.

The Cabinn hotel chain has four hotels in Copenhagen with a total of 1,347 rooms and offer rooms with free wifi, tea and coffee facilities, breakfast restaurants and more. Rates from 80 USD incl. VAT, breakfast and wifi.

WakeUp has two hotels with a total of 1,008 rooms. Modern rooms with free wifi, breakfast restaurant, business center and more. Rates from 80 USD incl. VAT, breakfast and wifi.

There are many hostels in Copenhagen, including Europe's largest design hostel Danhostel Copenhagen City, the boutique hostel Generator Hotel, the trendy

Urban House and many more. Rates from 37 USD incl. VAT, breakfast and wifi.

## STAYING WITH LOCALS

Should you prefer to stay with local hosts, Airbnb and MisterB&B has more than 12,000 listings in Copenhagen ranging from luxurious house boats swaying on the canals to budget-friendly studios on Nørrebro. When Copenhagen hosted World OutGames in 2009, we also had a lot of Copenhageners opening up their homes to international visitors for free

## COMMUTING FROM HOTELS TO VENUE

With Copenhagen being a very compact city with short distances, you will find that walking is an easy way to move around in the city. In addition, the public transportation system easily connects the various areas of the city by either bus, metro and even by harbor busses. In some cases, hotels will also offer you to rent a bike, making it easy to get around as the Copenhageners prefer; on two wheels with wind in your hair.

## **LGBTQI+ FRIENDLY**

As Copenhagen was named the most LGBTQI+-friendly place on earth by Lonely Planet, you may expect lots of hotels and hostels to brand themselves as explicitly LGBTQI+-friendly when booking your accommodation. However, that is not the case. How come?

Well, all accommodation in Copenhagen will welcome you with open arms, no matter which letter of the acronym you belong to. The thing is, in Copenhagen you don't necessarily have to wave a rainbow to be considered LGBTQI+-friendly. In that sense, we like to think of all accommodation in this city to be LGBTQI+-friendly.

Whether two women ask for a double bed or a room service breakfast for four people is ordered, you will be serviced with a warm smile.

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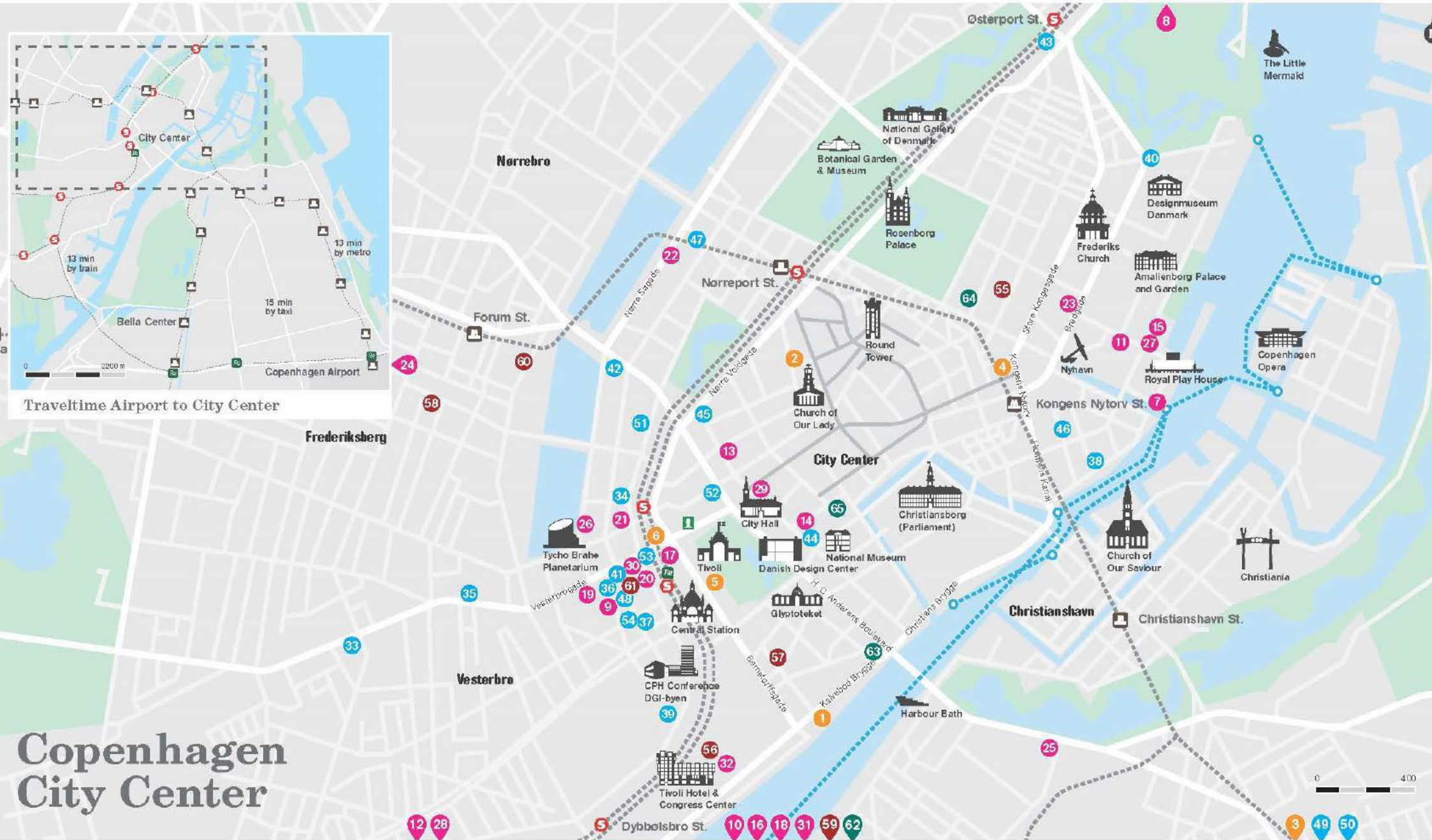
**MANY BUSINESSES DO NOT DISTINGUISH BETWEEN GUESTS OF DIFFERENT SEXUALITY AND ENJOYING GAY COPENHAGEN LARGELY MEANS ENJOYING COPENHAGEN, FULL STOP.**

*Windy City Travel, 2016*

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## **ACCOMMODATION FOR WORLDPRIDE**

We are considering various ways to accommodate the many visitors that this event will attract. Our ambition is to partner with the Copenhagen tourism organization to be able to provide WorldPride participants with hotel deals covering a range of prices and locations.



Traveltime Airport to City Center

# Copenhagen City Center

## SELECTED HOTELS

- 5-star hotels**
- 1 Copenhagen Marriott Hotel
  - 2 Copenhagen Hotel/Skt. Petri
  - 3 Hilton Copenhagen Airport
  - 4 Hotel D'Angleterre
  - 5 NIMBLE Hotel
  - 6 Radisson Blu Royal Hotel

- 4-star hotels**
- 7 71 Nyhavn Hotel
  - 8 Adina Apartment Hotel Copenhagen
  - 9 Asel Hotel Guldmønten
  - 10 AC Hotel Bella Sky Copenhagen
  - 11 Clarion Collection Hotel Neptun
  - 12 First Hotel Copenhagen
  - 13 First Hotel Kong Frederik
  - 14 First Hotel Twentyseven
  - 15 Copenhagen Admiral Hotel
  - 16 Copenhagen Island

- 17 Copenhagen Plaza
- 18 Crowne Plaza Copenhagen Towers
- 19 First Hotel Vesterbro
- 20 Grand Hotel
- 21 Hotel Imperial
- 22 Hotel Kong Arthur
- 23 Phoenix Copenhagen Hotel
- 24 Radisson Blu Faloner Hotel
- 25 Radisson Blu Scandinavia Hotel
- 26 Scandic Copenhagen
- 27 Scandic Front

- 3-star hotels**
- 28 Scandic Hotel Sydhavnen
  - 29 Scandic Palace
  - 30 Scandic Webers
  - 31 STAY
  - 32 Tivoli Hotel
  - 33 Bertrams Hotel Guldmønten
  - 34 Best Western Marcur Hotel
  - 35 Carlton Hotel Guldmønten
  - 36 First Hotel Mayfair

- 37 Copenhagen Star Hotel
- 38 Copenhagen Strand
- 39 DGI-byen Hotel
- 40 Babette Guldmønten
- 41 First Hotel Exelstor
- 42 First Hotel G & Suites
- 43 Hotel Ederport
- 44 Hotel Danmark
- 45 Hotel Fix
- 46 Hotel Opera
- 47 Ibsens Hotel

- Budget Hotels**
- 48 Omnia Hotel
  - 49 Park Inn Copenhagen Airport
  - 50 Quality Airport Hotel Dan
  - 51 Richmond Hotel
  - 52 The Square
  - 53 Zleep Hotel Astoria
  - 54 Zleep Hotel Centrum
  - 55 Wakeup Borgergade
  - 56 Wakeup Copenhagen

- Hostels**
- 57 CABINN City
  - 58 CABINN Express
  - 59 CABINN Metro
  - 60 CABINN Scandinavia
  - 61 Urban House (opens March 2015)
  - 62 Danhostel Copenhagen Amager
  - 63 Danhostel Copenhagen City
  - 64 Generator Hostel Copenhagen
  - 65 Danhostel Copenhagen Downtown

- 1 Registered Tourist Office
- Pedestrian Street
- S S-train
- Regional Train
- M Metro
- H Harbour Bus



**#YouAreIncluded**

# BUSINESS PLAN

A PROFESSIONALLY STAFFED SECRETARIAT HAS BEEN SET UP TO PREPARE THIS WORLDPRIDE BID AND INITIATE THE EARLY PLANNING. THREE PEOPLE ARE WORKING FULL-TIME TO MAKE SURE THAT WORLDPRIDE IN COPENHAGEN BECOMES A SUCCESS. IT IS VITAL TO US THAT THE EXECUTION OF WORLDPRIDE IN COPENHAGEN EMBRACES PROFESSIONALISM AT ALL TIMES.

## HAPPY COPENHAGEN

A decision has been made to set up a subsidiary non-profit project organization with the name of Happy Copenhagen to facilitate the execution of WorldPride 2021. Happy Copenhagen consists of two members – Copenhagen Pride and Pan Idraet – with both organizations naming an equal number of board members. Copenhagen Pride will of course be monitoring the WorldPride process closely, ensuring the ability of Copenhagen Pride to produce pride events in the years leading up to 2021 and after.

The three people currently working on this event has been hired by Happy Copenhagen, and should we win the bid to host WorldPride in 2021, this staff will expand over the years to compose approx. 17 people.

## ORGANIZATION

These people will be divided into three sections: Communications and Finance, Administration, Event.

Adjustments can of course happen depending on various external factors.

We have already initiated the important process of building relations with stakeholders such as politicians, civil servants, foundations and companies to make sure that we can raise the funds necessary and establish meaningful partnerships with sponsors down the road.

The City of Copenhagen along with the City of Frederiksberg and the Capital Region have already expressed their support for hosting this event by funding our bid and we are presently in the process of negotiating the allocation of funds for the execution of this event. This ensure us a financial stability and we are confident that we can realize a spectacular event.

## WHAT IF?

Our organization and scope is built on the vision of hosting WorldPride and EuroGames for a unified

event that we call Copenhagen 2021. Pan Idraet is currently writing their official bid to host EuroGames, and we assume that the Annual General Meeting of the European Gay & Lesbian Sport Federation in March 2018 will vote to host EuroGames in Copenhagen in 2021.

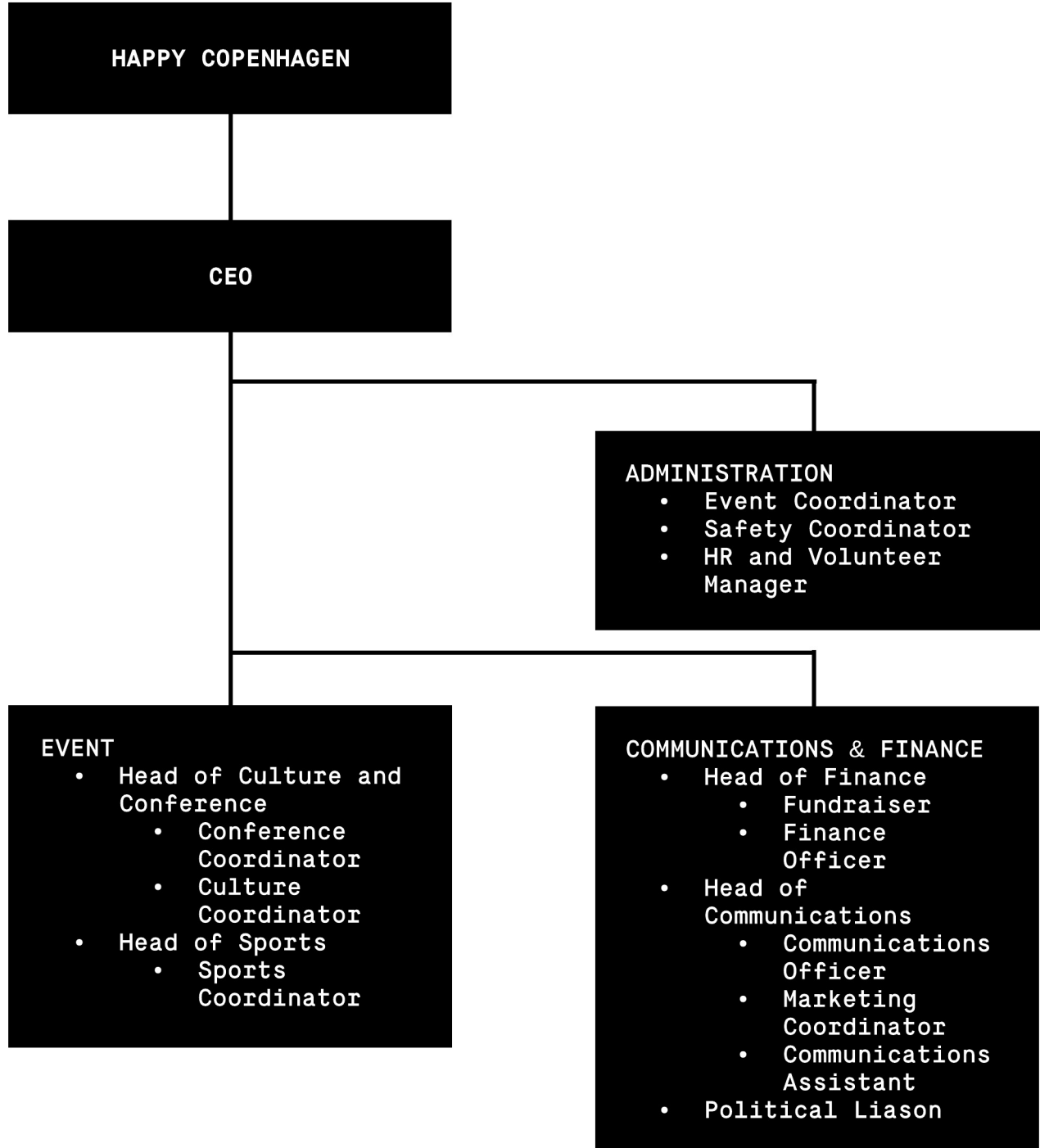
However, should Pan Idraet not win this bid, it will still be our intention to have a sports event integrated into WorldPride in Copenhagen.

Copenhagen 2021 is a common ambition of Copenhagen Pride and Pan Idraet, and Pan Idraet has lots of experience organizing international sports events such as EuroGames in 2003, World OutGames in 2009 and their own PanGames in 2014. Therefore, it only seems natural to maintain the ambitions put forward in this document, even in the unlikely case that Pan Idraet does not win their bid to host EuroGames.



**BUDGET**

The budget presented is an estimate at 2017 rates based on projections from other large cultural events such as the World OutGames that was hosted in Copenhagen in 2009 and the annual Copenhagen Pride Week. As we approach 2021, we will of course revise this budget accordingly to the circumstances. The numbers may seem uneven, but this is due to the original budget being made in DKK and then converted into USD.



# INCOME

| GRANTS & SPONSORS       |  | 2018-2021         |
|-------------------------|--|-------------------|
| Grants from authorities |  | 6.961.344         |
| Sponsors                |  | 825.619           |
| Grants from foundations |  | 2.734.680         |
| <b>Total</b>            |  | <b>10.521.642</b> |
| OTHER INCOME            |  | 2018-2021         |
| Sports fee              |  | 368.282           |
| Conference fee          |  | 750.000           |
| Ticket sales            |  | 58.118            |
| Sales income            |  | 522.028           |
| Other income            |  | 1.540.245         |
| <b>Total</b>            |  | <b>3.238.674</b>  |
| <b>ALL INCOME</b>       |  | <b>13.760.316</b> |



## EXPENSES

| <b>ORGANIZATION</b>                               | <b>2018</b>    | <b>2019</b>      | <b>2020</b>      | <b>2021</b>      | <b>2018-2021</b>  |
|---|----------------|------------------|------------------|------------------|-------------------|
| Salaries  | 458.644        | 789.887          | 1.240.038        | 1.087.157        | 3.575.726         |
| Auditing  | 21.234         | 21.234           | 21.234           | 21.234           | 84.934            |
| Secretariat                                       | 111.476        | 216.582          | 343.983          | 343.983          | 1.016.024         |
| <b>Total</b>                                      | <b>591.354</b> | <b>1.027.703</b> | <b>1.605.255</b> | <b>1.452.373</b> | <b>4.676.684</b>  |
| <b>MARKETING &amp; PROMOTION</b>                  | <b>2018</b>    | <b>2019</b>      | <b>2020</b>      | <b>2021</b>      | <b>2018-2021</b>  |
| Marketing material (online and offline)           | 77.856         | 178.362          | 285.945          | 462.891          | 1.005.054         |
| Sponsor materials                                 | 28.311         | 70.778           | 70.778           | 42.467           | 212.335           |
| Promotion activities                              | 14.156         | 84.934           | 382.203          | 226.491          | 707.784           |
| Service and street information                    | -              | -                | 7.078            | 99.090           | 106.168           |
| Misc. marketing and reporting                     | 7.078          | 77.856           | 148.635          | 77.856           | 311.425           |
| Marketing buffer                                  | -              | -                | 70.778           | 70.778           | 141.557           |
| <b>Total</b>                                      | <b>127.401</b> | <b>411.930</b>   | <b>965.418</b>   | <b>979.573</b>   | <b>2.484.323</b>  |
| <b>VOLUNTEERS</b>                                 | <b>2018</b>    | <b>2019</b>      | <b>2020</b>      | <b>2021</b>      | <b>2018-2021</b>  |
| Capacity building and training of volunteers      | -              | -                | 283.114          | 566.227          | 849.341           |
| <b>Total</b>                                      | <b>-</b>       | <b>-</b>         | <b>283.114</b>   | <b>566.227</b>   | <b>849.341</b>    |
| <b>CULTURE &amp; PARTIES</b>                      | <b>2018</b>    | <b>2019</b>      | <b>2020</b>      | <b>2021</b>      | <b>2018-2021</b>  |
| Preparations and execution (incl. lincensing fee) | 8.493          | 8.493            | 144.388          | 23.539           | 184.914           |
| Opening and closing ceremony                      | -              | -                | -                | 966.125          | 966.125           |
| Pride House                                       | -              | -                | -                | 283.114          | 283.114           |
| Signature parties                                 | -              | -                | -                | 226.491          | 226.491           |
| Other cultural events                             | -              | -                | -                | 353.892          | 353.892           |
| Culture buffer                                    | -              | -                | -                | 28.311           | 28.311            |
| <b>Total</b>                                      | <b>8.493</b>   | <b>8.493</b>     | <b>144.388</b>   | <b>1.881.472</b> | <b>2.042.847</b>  |
| <b>HUMAN RIGHTS PROGRAM</b>                       | <b>2018</b>    | <b>2019</b>      | <b>2020</b>      | <b>2021</b>      | <b>2018-2021</b>  |
| Preparations and execution of conferences         | -              | 2.831            | 7.078            | 217.998          | 227.907           |
| Catering  | -              | -                | -                | 147.219          | 147.219           |
| School project                                    | -              | -                | -                | 141.557          | 141.557           |
| <b>Total</b>                                      | <b>-</b>       | <b>2.831</b>     | <b>7.078</b>     | <b>506.773</b>   | <b>516.682</b>    |
| <b>SPORTS PROGRAM</b>                             | <b>2018</b>    | <b>2019</b>      | <b>2020</b>      | <b>2021</b>      | <b>2018-2021</b>  |
| Preparations and execution of sporting events     | 1.416          | 1.416            | 1.416            | -                | 4.247             |
| EGLSF licensing fee                               | -              | -                | -                | 105.223          | 105.223           |
| Participation in EGLSF AGA                        | 3.539          | 3.539            | -                | 3.539            | 10.617            |
| Hosting EGLSF AGA                                 | -              | -                | 70.778           | -                | 70.778            |
| Expenses for sporting events                      | -              | -                | -                | 1.903.940        | 1.903.940         |
| Other expenses for sports                         | -              | -                | -                | 28.311           | 28.311            |
| <b>Total</b>                                      | <b>4.955</b>   | <b>4.955</b>     | <b>72.194</b>    | <b>2.041.013</b> | <b>2.123.116</b>  |
| <b>OUTREACH</b>                                   | <b>2018</b>    | <b>2019</b>      | <b>2020</b>      | <b>2021</b>      | <b>2018-2021</b>  |
| Outreach funds                                    | -              | -                | -                | 1.061.676        | 1.061.676         |
| <b>Total</b>                                      | <b>-</b>       | <b>-</b>         | <b>-</b>         | <b>1.061.676</b> | <b>1.061.676</b>  |
| <b>ALL EXPENSES</b>                               | <b>727.248</b> | <b>1.450.958</b> | <b>3.005.252</b> | <b>6.448.096</b> | <b>13.754.670</b> |



COPEN  
HAGEN  
2021



#YouAreIncluded

# OUR MESSAGE

WE WILL EMPHASIZE ONE KEY MESSAGE IN OUR MARKETING: #YOUAREINCLUDED. BECAUSE THAT IS THE ESSENCE OF THIS EVENT. WE WILL USE A WIDE VARIETY OF TACTICS SUCH AS DIGITAL MEDIA, ADVERTISING, EARNED MEDIA AND EVENT PARTNERSHIPS TO MAKE SURE THAT THE WHOLE WORLD GETS TO KNOW ABOUT WORLDPRIDE IN COPENHAGEN.

## **#YOUAREINCLUDED**

As our main promise to all participants, "#YouAreIncluded" will be the key message of our marketing.

No matter who you love, how you present, who you are, what you believe, where you're from – you have a place in Greater Copenhagen. And we want to let people from all walks of life know that #YouAreIncluded in our sports, parties and debates. As a hashtag and tagline, #YouAreIncluded will be featured in all our campaigns.

## **TIMELINE**

We have already established a presence on social media, decided on a visual identity and slowly begun branding our event in Denmark as well as internationally. When walking in the Copenhagen Pride parade last year, we promoted our bid to host WorldPride and we did so during the AGM and pride parade in Montpellier as well. Furthermore, the City of Copenhagen has chosen to invest in becoming official OutCity Partner at the 2017 World OutGames in

Miami in May and June to brand Copenhagen as an LGBTQI+-friendly destination.

However, a full brand roll out is not scheduled before 2018. To be able to do so, during 2017 we will consolidate our presence on social media, reach out to influencers and potential ambassadors, develop campaign concepts and build relations with national and international LGBTQI+ media and journalists in and outside the LGBTQI+ community. As we approach 2021, our marketing efforts will grow exponentially with approx. 2,500,000 USD being allocated to these efforts covering the years of 2018-2021.

## **STRATEGY**

Basing our strategy on new, old and emerging marketing tactics, we want to reach those people taking part in their local and national prides around the world. But we also want to reach out to new audiences to live up to our promise of being a truly inclusive and global event.

## **Digital media**

As an owned platform, social media will play an important role. Accounts on Facebook, Instagram and Twitter have been set up for our Copenhagen 2021 event and our following on these are growing steadily. Furthermore, a WeChat account has been set up to cater to the Chinese LGBTQI+ community. On these platforms, we want to publish engaging content about love, pride, human rights – and of course Copenhagen. Our plan is to give people an impression of the rainbow-colored pride party that will be WorldPride in Copenhagen, and through social media driven campaigns built on personal stories from regular and down-to-earth Danes, we want to showcase just why Copenhagen is such an incredible city.

Through our use of Twitter, we want to engage particularly stakeholders such as decision-makers, philanthropist, researchers etc. to bring high-profile people to our event and boost the call to action coming from WorldPride 2021. Also, we have bought relevant

online domains and are currently working to set up a website for our event. We will continuously monitor the social media environment to explore new platforms and new ways to make use of existing platforms.

### **Online/offline advertising**

Advertising in printed media, online and outdoor will mostly be a priority from 2020 and onwards. The exact breakdown of online and offline advertising will be determined down the road, but we plan to spend approx. 1,000,000 USD on advertising in LGBTQI+ media all over the world, in mainstream media in Denmark and neighboring countries and on outdoor advertising in the world's largest LGBTQI+ hubs.

Furthermore, leading up to hosting WorldPride, we plan to increase awareness in Denmark by for example lighting the Little Mermaid and other iconic attractions in rainbow colors, having busses flying the rainbow flag on their routes and paint pedestrian crossings in rainbow colors.

Whenever we do paid advertising, we will seek to stand out from the crowd by featuring emotional appeals, controversial and political statements or intriguing and innovative visuals to have paid advertising spill over into earned media, or think in cross-sections between paid advertising and social media to engage regular people as ambassadors in their own social media networks.

### **Earned media and media partnerships**

As WorldPride in Copenhagen will be a historic event, we have reasons to believe that this will spark lots of earned media.

Our plan is to compile compelling stories from people from all parts of the world about their pride memories and their reasons to participate in WorldPride 2021 and pitch these to LGBTQI+ and mainstream media, in Denmark and abroad. Stories to be pitched for earned media attention will also include portraits of the LGBTQI+ activists that will take part in our event through our outreach program. Furthermore, Copenhagen Pride has good experience with more formalized media partnerships in which we work more closely with a select Danish newspaper to have them cover our events and promote our message of love and diversity to a wider audience than just the LGBTQI+ community.

We plan to continue such media partnerships and scale-up these efforts to also include international press outlets.

### **Event partnerships**

Copenhagen Pride has established good relations to several prides around the world over the years. We plan to extend these good relations into more substantial partnerships to make sure that our event is exposed to the participants in prides in all parts of the

world. Approx. 700,000 USD will be allocated for promotion activities to make sure that we can attend prides in all parts of the world to promote our event at for example Stonewall 50 in 2019 and more broadly in 2020 and 2021.

We have not yet settled on exactly which prides to attend in our promotional activities, but we aim to visit a mix of emerging prides in for example Africa, South America and Asia along with more well-established prides in the Western Hemisphere.



# LETTERS OF SUPPORT

ON THE FOLLOWING PAGES, YOU WILL BE ABLE TO READ THE LETTERS OF SUPPORT THAT OUR BID TO HOST WORLDPRIDE IN 2021 HAS RECEIVED.



THE PRIME MINISTER

## WorldPride 2021

The Government of Denmark strongly supports Copenhagen Pride's bid for hosting the WorldPride in Copenhagen in 2021. Tolerance, diversity and acceptance are fundamental for Danish society. We sincerely believe that all human beings have the right to fully enjoy their human rights and freedom regardless of their sexual orientation and gender identity. LGBTI persons around the World must be able to fulfill their ambitions, potentials and dreams.


For several years, Denmark has been a frontrunner in ensuring LGBTI rights, securing equal opportunities and non-discrimination of all LGBTI persons. Denmark was the first country in the world to legalize same-sex civil partnership, and just recently the first country in the world to remove transgender from the mental illness list. Every year, the Government takes active part in the annual pride organized by Copenhagen Pride, and just last year we hosted the important European Ministerial Conference IDAHO Forum.

Copenhagen would hence be an excellent place to host this immensely important event, and I would look forward to a Copenhagen painted in rainbow colors and full of happy people from all around the world celebrating our pride in who we are, and insisting on equal rights and opportunities.

In conjunction with Copenhagen Pride's application, the LGBTI sports organization, Pan Idræt, is bidding for the 2021 EuroGames. If succeeding in attracting these two major events, Copenhagen would become an extraordinary setting for celebrating and highlighting LGBTI rights, equality and equal opportunities.

The Danish LGBT organizations have a valuable experience in hosting events, incl. the 2009 World Outgames, the 2003 EuroGames and the 1996 EuroPride. The country would be proud to welcome the international LGBTI-community back to Copenhagen to a grand celebration of love and freedom.

You can be assured of my Government's full support to ensure that Copenhagen Pride will be guaranteed the stature that such an important event deserves.



Lars Løkke Rasmussen  
Prime Minister of Denmark



20-12-2016

Caseno.  
2016-0438232

Documentno.  
2016-0438232-2

Dear members of Interpride

As Lord Mayor of Copenhagen and as mayors of Copenhagen we are delighted to learn that Copenhagen is being considered as host of the prestigious **WORLDPRIDE** in 2021, to celebrate the 25<sup>th</sup> anniversary of Copenhagen Pride – Denmark’s largest human rights festival – and we hereby wish to assure you of our wholehearted support for this bid. As the capital city of one of the world’s leading countries within the advancement of LGBT-rights, Copenhagen, who was in 2014 named “The most Gay-friendly place on the planet” by Lonely Planet, would be the logical host for WorldPride 2021. Hosting WorldPride 2021 in Copenhagen would without doubt further boost awareness of, and contribute to, the advancement of LGBT-rights in Denmark and around the globe.

In choosing Copenhagen as your WorldPride destination for 2021 we would welcome you to one of the most LGBT friendly destinations on the planet, one of the most popular congress cities in the world and to the world’s happiest nation.

You will encounter a city dedicated to the well-being and prosperity to all its citizens, a city in which openness, kindness and livcability constitute the pillars of the community that *is* Copenhagen and which are the foundation to how we live together as citizens of Copenhagen. In addition, WorldPride activists in Copenhagen can enjoy the benefits of Scandinavian design, functionality and professionalism, as well as every conceivable variety of modern technology. The city offers state-of-the-art conference facilities and hotels as well as compactness, with the majority of hotels and attractions within walking distance of each other.

The capital of one of the oldest kingdoms in the world is easily accessible for WorldPride participants. In Copenhagen you will be surrounded by the sea, and experience a flourishing cultural life, creative growth and a vibrant atmosphere in which you can meet the easy-going and open-minded Copenhageners.

City Hall  
DK-1599 Copenhagen

Telephone  
+45 3366 3366

Telefax  
+45 3366 7008

Direct telephone  
+45 3366 2202

E-mail  
ob@okf.kk.dk





www.kk.dk

The City works very closely with Copenhagen Pride and is determined to make this a world class event that changes lives – in Copenhagen and in the world. In 1989 the world’s first same sex partnership ceremony was performed at the City Hall of Copenhagen, and we continue to be one of the World’s top LGBT-destinations for weddings – something that we will do our best to make accessible for all during World Pride 2021.

On behalf of the City of Copenhagen, we excitedly welcome WorldPride 2021 and all its activists and other participants to Copenhagen. The municipality has supported the efforts of Copenhagen Pride to host WorldPride in Copenhagen wholeheartedly from the outset, we are committed to assisting Copenhagen Pride in all aspects of planning and execution to celebrate a spectacular event and, as an expression of our hospitality, we would very much like to welcome you to Copenhagen City Hall for a complimentary reception.

Furthermore, we hope that all participants while having an unforgettable Pride experience, will also enjoy Copenhagen, and take home with them many happy memories from our vibrant, cosy and exciting metropolis.

Yours faithfully,

  
Frank Jensen,  
Lord Mayor of Copenhagen  
Carl Christian Ebbesen  
Mayor of Culture and Leisure  
Ninna Thomsen  
Mayor of Health and Care  
Anna Mee Allerslev  
Mayor for Employment and Integration  
Morten Kabell  
Mayor of Techniqal and  
Environmental Affairs  
Pia Allerslev  
Mayor for Children and Youth  
Jesper Christensen  
Mayor of Social Affairs



Letter of support

Chairman

Kongens Vænge 2  
3400 Hillerød

Phone +45 48 20 50 00  
Mail regionsraadsformand@regionh.  
dk

Date: 9. januar 2017

The Capital Region of Denmark is delighted that Copenhagen Pride is bidding for WorldPride 2021 and strongly support the application. We can't think of a better way to celebrate the 25<sup>th</sup> anniversary of the first Copenhagen Pride which took place in 1996.

Greater Copenhagen is internationally known to be diverse, tolerant and open to a vibrant LGBTQ-community. Thus, Greater Copenhagen will be an excellent platform for showcasing and discussing human rights and LBGTO-rights in particular. Furthermore, in 2014, Copenhagen was voted the Most LGBTQ-friendly capital in the world by Lonely Planet.

We sincerely believe that Copenhagen Pride has the qualifications and the ability to work hard to ensure a well-organised event with content of the highest quality for all participants.

Furthermore, Copenhagen has numerous times been voted 'World's most liveable city'. It's a city with excellent infrastructure, leading venues, spectacular and city-near nature, and not least a city and a surrounding region full of history, architecture, design and Michelin star restaurants.

We hope that the proposals from Copenhagen Pride will be acknowledged. The Capital Region of Copenhagen has strongly supported the project from the outset and will do our best to assist in making the event successful for all participants joining us for those happy days in Greater Copenhagen.

Yours sincerely,



Sophie Hæstorp Andersen  
Chairman

Narregade 7 B  
1165 Copenhagen K  
Denmark

Tel: +45 3326 7400  
Fax: +45 3326 7410  
copenhagenjob.com

Welcoming WorldPride to Copenhagen in 2021

Dear members of Interpride,

On behalf of Wonderful Copenhagen and our industry partners in Meetingplace, I hereby offer my full support for Copenhagen's bid to host the WorldPride in 2021.

Meetingplace Wonderful Copenhagen was established in 1995 to strengthen Copenhagen as destination for international meetings and conventions. It is organised as an association and governed by Wonderful Copenhagen Convention Bureau. Meetingplace consists of more than 110 leading partners within the congress and meeting industry and include hotels, transportation companies, professional congress organizer and many more in the Greater Copenhagen area.

As one of the most popular convention cities in the world, Copenhagen has considerable expertise and experience in hosting high profile events. Therefore, we are fully aware of the responsibility involved in hosting WorldPride.

Copenhagen is a safe, walkable and vibrant waterfront city where urban trends flourish alongside culture, traditions and history. Here, your delegates can enjoy the beautiful sights and attractions along with the benefits of Scandinavian cuisine, design, functionality, innovation and professionalism including every conceivable variety of modern technology.

Copenhagen also offers state-of-the-art venues and hotels, and we have an unparalleled track record in sustainable event management with 71% of all hotel rooms being eco-certified and the majority of our conference venues observing an environmentally friendly policy.

We are also proud to be part of Greater Copenhagen, wherein businesses, public actors and other key players work together in launching strategic initiatives and investments to promote growth in Eastern Denmark and Southern Sweden.

Thus, we are pleased to act as the neutral liaison between you and our well-organized meeting industry, which is praised globally for its unique and professional teamwork. In Copenhagen, the entire city will be your host, providing the best possible framework for WorldPride.

With this declaration, I hereby wish to assure you that we will make every possible effort to meet your requirements and expectations, making WorldPride in Copenhagen an outstanding and memorable success.

We hope to welcome you in Copenhagen.

Yours sincerely,



Mikkel Aarø-Hansen  
CEO

07.12.2016

Dear Copenhagen Pride,

Bergen Pride is proud to support your bid for hosting World Pride in Copenhagen 2021.

Bergen Pride is the second largest pride festival in Norway, and it is owned by the local branch of FRI – The Norwegian organization for gender and sexual diversity in Bergen. Bergen Pride was founded in 1980, and have since 1980 been the most important event for lgbtiq people on the West Coast of Norway.

Bergen pride supports Copenhagen Pride's application for World Pride in 2021 because we believe many can learn from this city, and that Copenhagen will welcome all of the world with open arms. As a close neighbor, we know that Copenhagen is an inclusive and warm city, that embraces the diversity.

Ever since the first Copenhagen Pride in 1996, Norwegians have been proud participants of this great event. If Copenhagen gets the license for hosting World Pride in 2021, we are very certain that you will organize an amazing event for lgbtiq people from all over the world.

We are happy and proud to support the efforts of Copenhagen Pride to bring World Pride to Copenhagen in 2021, and we will therefore endorse the application.

We are looking forward to join the world for World Pride in Copenhagen in 2021, and we wish you the best of luck with your bid!

Sincerely,

  
**Joakim Aadland**  
President  
Bergen Pride



I, Fabio Gonzalez, the Coordinator of Bilbao Pride, on behalf of the decision adopted by the Bilbao Pride Board on february 28, 2017, would like to proudly certify that:

**BILBAO PRIDE SUPPORTS THE COPENHAGEN WORLD PRIDE 2021 BID.**

Wishing Copenhagen Pride every success,

Bilbao, March 1, 2017



Fabio Gonzalez  
Coordinator

**BILBAO PRIDE**  
Fabio Gonzalez  
Koordinatzailea | Coordinador | Coordinator | Coordinateur

[info@bilbaopride.com](mailto:info@bilbaopride.com)  
San Frantzisko, 32 48003 Bilbao  
+34 606913589  
+ 34 946793379  
[www.bilbaopride.com](http://www.bilbaopride.com)

## LETTER OF SUPPORT FOR WORLDPRIDE 2021 BID

The Co-Chairs and Board of CSD Konstanz e. V. like to add support to bid for Copenhagen Pride and Pan Idræt to host World Pride in 2021.

Copenhagen Pride is well-placed to host the World Pride, has the infrastructure, the resources, and more importantly the incredible diversity that makes Copenhagen an amazing, welcoming place for all including lesbian, gay, bisexual and transgender people.

They provide a platform for the whole community to campaign, to celebrate, and to call for change and offer a diverse programme of LGBT+ events for the community and straight allies.

We have no doubt that the organisers will deliver the best World Pride ever with passion, dedication and innovation and we fully endorse their bid.

The Co-Chairs and Board of CSD Konstanz e. V.

Konstanz, den 19. März 2017

### CSD in Konstanz e.V.

c/o Stefan Baier

Adaibertstr. 1

78479 Insel Reichenau

☎ 0173 3257939

✉ [Stefan.Baier@csd-konstanz.de](mailto:Stefan.Baier@csd-konstanz.de)

🌐 [www.csd-konstanz.de](http://www.csd-konstanz.de)

### Spendenkonto:

Kontoinhaber: CSD in Konstanz

IBAN: DE41 6905 0001 0024 3250 52

Sparkasse Bodensee



March 1, 2017

The Board of Southern Nevada Association of PRIDE, Inc. are thrilled to give our support to Copenhagen Pride as host city for World Pride in 2021.

We know, how diligently and conscientiously Copenhagen Pride works, not only to create an ambitious and inclusive bid, but also are familiar with the long history of progressive LGBT+ policy in Denmark, which, in our opinion makes Copenhagen an ideal location for a World Pride.

Copenhagen Pride is dedicated to making World Pride 2021 a truly global event and an event, that has the potential to change lives for all involved, in Denmark and abroad.

Southern Nevada Association of PRIDE, Inc. looks forward to collaborating with Copenhagen Pride and to offer our experience, knowledge and energy to help Copenhagen Pride realize the best World Pride imaginable, and we hope, that Southern Nevada Association of PRIDE, Inc. will be able to participate lavishly in a magnificent World Pride in Copenhagen 2021.

In Pride!

## Ernie Yuen

Ernie "Pineapple" Yuen  
Southern Nevada Association of PRIDE, Inc.  
Executive Director

InterPride- International Association of Pride Organizers  
CSIC Co- Chair

Consolidated Association Of Pride, Inc.-  
President



PO Box 71920 London NW2 9QN  
prideinlondon.org

December 2016

The Co-Chairs and Board of London LGBT+ Community Pride CIC - the organisers of Pride in London - are pleased to give their full support to Copenhagen Pride for their bid to host World Pride in 2021.

Copenhagen Pride, like Pride in London, offers a rich, diverse and interesting programme of events for the LGBT+ community and straight allies, the majority of which are free to attend. Both of our events provide a platform for the whole community to campaign, to celebrate, and to call for change. But as the world changes around us, so must Pride, and we believe Copenhagen Pride will show this to the world with passion, dedication and innovation. It will be a Pride for everyone, everywhere.

Our two countries have a shared history and ties spanning more than a thousand years, and in the last fifty of these we have become beacon nations for LGBT+ equality worldwide. It is with this shared heritage and solidarity that Pride in London has been proud to participate in Copenhagen Pride and would be honoured to stand alongside Denmark at World Pride 2021.

We have no doubt that the organisers will deliver a stunning, truly world class event in 2021, and we fully endorse their bid.

**The Co-Chairs and Board**

London LGBT+ Community Pride CIC

London LGBT+ Community Pride CIC

Registered in England & Wales as a Community Interest Company (no. 8321669)

Patrons: David Furnish, Sir Elton John, Sir Ian McKellen, Martina Navratilova

Dear Copenhagen Pride

Madrid Pride and Aegal are proud to support your bid for hosting WorldPride in Copenhagen 2021.

Madrid Pride is the largest Pride in Spain and one of the most important in Europe, as well as organized of EuroPride 2007. This next summer will host WorldPride 2017 together with Europride 2017.

Aegal is the group in charge of the organizing Madrid Pride every year it was founded in 2004 although his founder members have participated since 1996.

As organizers of WorldPride 2017 if Copenhagen gets the license for hosting WorldPride in 2021, we are very certain that you will organize an amazing event for lgbtqi people from all over the world.

We are happy and proud to support the efforts of Copenhagen Pride to bring WorldPride to Copenhagen in 2021, and we will therefore endorse the application.

We are looking forward to join the world for WorldPride in Copenhagen in 2021, and we wish you the best of luck with your bid!

Sincerely,  
  
C/ Valverde, 13, 3ª Planta  
28004 MADRID  
Juan Carlos Alonso  
Chair WorldPride 2017





Montréal, March 2017

Fierté Montréal Pride – organizers of the largest LGBT gathering in the Francophone world - is pleased to give its full support to Copenhagen Pride and Pan Idraet for their bid to host World Pride in 2021.

Copenhagen Pride, like Fierté Montréal Pride, offers a rich, diverse and interesting programme of events for the LGBT+ community and straight allies. These events celebrate how diverse and inclusive our community truly is, and they demonstrate the beauty and freedom of life outside the closet. Copenhagen Pride provides a platform for the whole community to campaign, to celebrate and to call for change. And we believe that Copenhagen Pride will serve as a beacon of hope for people around the world who continue to battle injustice.

Our two countries stand out as leaders on LGBT+ rights globally. It is because of these shared values that Fierté Montréal Pride would be honoured to support Denmark as host for World Pride 2021. We have no doubt that the organisers will deliver a stunning, truly world class event in 2021, and we fully endorse their bid.

Eric Pineault  
Founding President  
Fierté Montréal Pride



March 3, 2017

To Whom It May Concern:

Saskatoon Pride Festival is thrilled to put our support behind Copenhagen Pride's bid for World Pride 2021.

Saskatoon Pride is a large supporter of groups who have similar mission and vision statements and on this matter both organizations are similarly matched.

Copenhagen Pride is striving to create a stronger, more open and accepting world where members of the LGBTQ community are safe and accepted for being who they are and loving whomever they want to love.

Copenhagen is a forward thinking and lovely city. It is an ideal location for a festival of this magnitude. The organization has a proven track record of hosting large scale and international festivals with EuroPride and the World OutGames as well as hosting their own pride festival for over a decade.

On a personal note – the Saskatoon Pride board has had the opportunity to spend time and get to know the individuals behind Copenhagen Pride. The visionary behind the organization is a strong and charismatic leader. He is taking human rights to new levels and creating authentic spaces for the LGBTQ community in Denmark.

Once again, Saskatoon Pride Festival is proud to support Copenhagen Pride's bid for World Pride in 2021.

With Pride,

Krystal Nieckar, Co-Chair of Saskatoon Pride Festival

Jon Aschenbrener, Director of Social Media



Dear Copenhagen Pride

**Supporting Supports the host of 2021 World Pride by Copenhagen Pride**

Korea Queer Culture Festival Organizational Committee (the organization for the pride parade in Seoul, KQCF OC hereafter) supports the host of 2021 World Pride by Copenhagen Pride.

Today, the pride parade in cities all over the world becomes a foundation for increasing the right of sexual minorities as well as social minorities. Including South Korea, the pride parades held in cities from Asia support each other with the strong trust that they play such a key role for their countries. With our belief that Copenhagen Pride has important part as well, KQCF OC wants our support toward Copenhagen Pride to be a starting point of solidarity between Denmark and South Korea for increasing the right of sexual minorities and social minorities in the nearer future.

The World Pride is the event that offers great opportunity for participants from different countries all over the world to understand their differences and support one another. We hope there will be a great time for inspiring the pride with participants' deep communication and solidarity in World Pride Copenhagen 2021.

With Love and Pride from Seoul  
KQCF OC

**퀴어문화축제 조직위원회**



**Letter of support to Copenhagen Pride's bid for World Pride 2021**

Stockholm Pride strongly supports Copenhagen Pride in their bid for World Pride 2021.

Copenhagen Pride and Stockholm Pride are two of the major Pride festivals in the Nordics. As such, we have a close cooperation where we work closely and help each other. Copenhagen Pride is an impressive festival, with a sound and strong organization, which takes a clear stand for human rights and equality.

Copenhagen Pride represents a wide range of the LGBTI community, with strong ties both to the gay, lesbian, bisexual, trans\* and intersexual communities. Copenhagen Pride is more than a festival - it's a strong celebration for human rights.

Should Copenhagen Pride be awarded World Pride 2021, we are fully convinced they will deliver a spectacular, inclusive, and innovative festival. We are already looking forward to World Pride 2021 in Copenhagen!

Christian Valtersson

President of Stockholm Pride

Document number. 201612-001

Send date. 2016. 12. 29

#701, 22, Yeonhui-ro 2an-gil, Seodaemun-gu, Seoul, South Korea/ [www.kqcf.org](http://www.kqcf.org)

Tel. 0505-303-1998 / E-mail [kqcf@daum.net](mailto:kqcf@daum.net)



Wed, 22 March 2017,

COPENHAGEN PRIDE,

Pride Uganda is happy and proud to support your bid and interest to host world pride in 2021 in Copenhagen.

Pride Uganda was founded in 2012 in Kampala and it is so far the second biggest on the continent after a series of events in Africa, Pride Uganda is the only East African LGBTIQ pride festival and hosts a number of participants from all over the world. The organizing is hosted by different community organizations year after year with the recent being Queer Youth Uganda, Icebreakers Uganda, the organizing committee is formulated by a number of community activists from different grass root organization and in mind of gender diversity and all letters represented i.e. LGBTIQ.

With no doubt, we think Denmark as a country and Copenhagen as a city are well experienced and coordinated to host the world pride and the level of hospitality is very commendable for such a world gathering as well as lots of things to learn and take back to other countries.

Copenhagen Pride has always supported Pride Uganda financially and other forms in order to build our capacity to organize a better and safe pride

It's our hope therefore that the world pride 2021 is brought to Copenhagen and we will be proud participants hence endorsing the application.

Sincerely,

ISAAC MUGISHA  
Coordinator  
Pride Uganda

Uganda Pride

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## LETTER OF SUPPORT

OSLO, MARCH 30th 2017

Oslo Pride are happy to give our full support to Copenhagen Pride for their bid to host WorldPride in 2021.

Copenhagen Pride and Oslo Pride are part of a cooperation between larger Scandinavian pride festivals. The two organisations have a strong bilateral connection, and facilitate joint projects. Our support for the 2021 event is based on this partnership.

We consider a WorldPride in Copenhagen to represent the region, which include ourselves. In addition to supporting the bid we will therefore offer our experience and knowledge to strengthen the event.

Over the last decade Copenhagen Pride has grown to become a capable and unmistakable festival that attracts guest from all the Nordic countries. The festival is now based on a stable organisation, with a strong support from the local LGBTIQI community and the city.

The city of Copenhagen with the LGBTIQI community proved capable of organising such event when they hosted the Outgames and Copenhagen Pride at the same time in 2009. Several members of our team attended this event, and witnessed Copenhagen city embracing and representing the values of these events.

We in Oslo Pride are convinced that the cheerful and experienced team of Copenhagen Pride will deliver an event of international standard, which will stand out as an experience of a lifetime for all who attends.

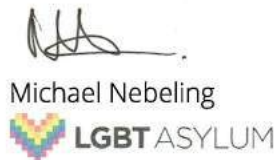
Fredrik Dreyer  
Festival Manager

## LETTER OF SUPPORT

As the 7 largest and most influential Danish LGBTQ+ organisations in Denmark, we wholeheartedly support the aspirations of Copenhagen Pride to host WorldPride in Copenhagen in 2021.

Copenhagen Pride Week offers a rich, diverse and ambitious, week-long, international programme of events for the LGBTQ+ community and straight allies, the majority of which are free to attend. As LGBTQ+ organisations, we all contribute every year to the diversity of the programme of Copenhagen Pride Week, and we look forward to participating in planning and executing a truly spectacular event in Copenhagen in 2021, to which we will lend our full support and expertise to assist Copenhagen Pride.

We have no doubt that Copenhagen Pride has the broad support of the Danish LGBTQ+ community, the expertise and the ambitions to plan and execute a truly spectacular event, that will have an international scale and reach.

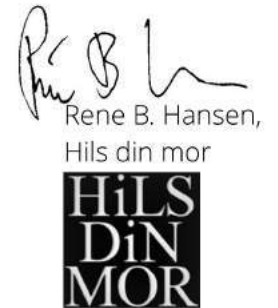


## LETTER OF SUPPORT

Being the oldest, largest and most attended LGBTQ+ cultural institutions in Copenhagen, we are proud to offer our support and endorsement for the Copenhagen Pride bid to host WorldPride in 2021.

Copenhagen Pride Week offers a rich, diverse and ambitious, week-long, international programme of events for the LGBTQ+ community and straight allies, the majority of which are free to attend. As LGBTQ+ Cultural institutions, we have a broad experience in production, and outreach, and we look forward to participating in planning and executing a truly spectacular event in Copenhagen in 2021, to which we will lend our full support and expertise to assist Copenhagen Pride in their endeavour.

We have no doubt, that Copenhagen Pride has the broad support of the Danish LGBTQ+ community and the expertise and ambitions to plan and execute a truly spectacular event, that will have an international scale and reach.





## LETTER OF SUPPORT

Being amongst the largest and most potent human rights organizations in Denmark, we annually collaborate with Copenhagen Pride in several ways.

We are all recurring participants in Copenhagen Pride Week and therefore know Copenhagen Pride as a professional organization with a solid basis for executing large events.

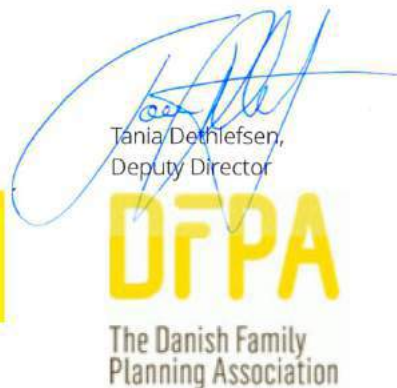
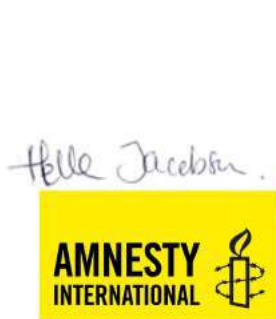
Copenhagen Pride has a strong commitment to and expertise in forwarding the LGBT+ agenda and we support the aspirations of Copenhagen Pride to host WorldPride in Copenhagen in 2021 without reservations.

Copenhagen Pride Week is a diverse and ambitious, international program of events for the LGBT+ community and straight allies. It is a festival that every year infuses energy and enthusiasm into the LGBT+ community, and that inspires us all in our work to enhance freedom and liberty for LGBT+ people around the world.

We have seen Copenhagen Pride as a strong voice on the political scene in Denmark and an organization that moves things forward.

As human rights organizations, we look forward to participating in planning and executing a truly spectacular event in Copenhagen in 2021, to which we will lend our full support and expertise to assist Copenhagen Pride.

We have no doubt that Copenhagen Pride has the broad support of the Danish LGBT+ community, and the expertise and ambitions to plan and execute a truly spectacular event that will have an international scale and reach.



## LETTER OF SUPPORT

As the largest museums and art galleries in the Greater Copenhagen Region, we wholeheartedly support the aspirations of Copenhagen Pride to host WorldPride in Copenhagen in 2021. Copenhagen Pride Week offers a rich, diverse and ambitious, week-long, international programme of events for the LGBT+ community and straight allies, the majority of which are free to attend.

As museums and galleries we look forward to a truly spectacular event in Copenhagen in 2021, to which we will lend our full support and expertise to assist Copenhagen Pride in their endeavour. We see the event as an interesting opportunity also for us, to possibly use in our curation.

We will in our planning for the years to come, consider the event in 2021 as a possibility in our programming.



This bid for WorldPride 2021 was prepared by Copenhagen Pride in collaboration with Happy Copenhagen and Wonderful Copenhagen.

Photos are courtesy of: Lars Peter Baerendsen (front page, page 13, 26, 45), GetzCool Media (page 2), Anders Jung (page 5, 18, 20, 27, 30, 41), Connie Maria Westergaard, Copenhagen Media Center (page 8), Ty Stange, Copenhagen Media Center (page 12), Wilfred Gachau (page 22), Kelly Hansen (page 23) and Frank Stjerne (page 32).



Bidding to  
host WorldPride  
& EuroGames

#YouAreIncluded

[www.copenhagenpride.dk](http://www.copenhagenpride.dk)  
[www.copenhagen2021.org](http://www.copenhagen2021.org)

**COPENHAGEN  
PRIDE**

**HAPPY**  
COPENHAGEN  
YOU ARE INCLUDED



CITY OF COPENHAGEN



**The Capital Region  
of Denmark**



City of Malmö

FREDERIKSBERG  
KOMMUNE



**GREATER  
COPENHAGEN**

**WONDERFUL  
COPENHAGEN**

