

Sports and LGBTQ+ Action

From Tokyo to Paris

Passing the Pride House Baton Through the Olympic and Paralympic Games

2021-2024

Supported by

THE NIPPON
FOUNDATION



Message from the Team

Pride House Tokyo, which began with the Tokyo 2020 Olympic and Paralympic Games, has continued its efforts to engage with the sports community even after the Games concluded—determined to keep the momentum alive. With the ambitious goal of “passing the baton from Tokyo to Paris” at the Pride House Paris opening ceremony during the Paris 2024 Games, we’ve spent three impactful years growing a network of allies across Japan’s sports community and fostering a safe, empowering environment where athletes can confidently be their authentic selves .

Our activities have been supported by grants from The Nippon Foundation, and we are heartened by the growing number of organizations and athletes joining us, as well as the increasing interest in the challenges faced by LGBTQ+ individuals within the sports community. Yet, these three years have highlighted the immense challenges involved in driving societal change. Among the athletes who competed in the Tokyo 2020 Games, there were zero openly LGBTQ+ athletes from Japan Team, and unfortunately, this number remained unchanged for the Paris 2024 Games. Moreover, some athletes who have come out have faced discrimination and harassment, highlighting the lack of a safe environment to protect LGBTQ+ individuals. Moving forward, we remain committed to achieving an LGBTQ+-inclusive sports community and society. Together with the sports community, we will continue to take action to create lasting change.

Message from the Founder



Gon Matsunaka

Founding Representative of Pride House Tokyo /
Representative of NPO Good Aging Yells

In the summer of 2015, I was invited from Tokyo to attend the Sport Inclusion Summit, a three-day event held at Pride House Toronto, which was set up for the Pan/Parapan American Games. There, I joined representatives from past Pride House organizing groups and organizations preparing for the upcoming Rio and PyeongChang Games. In the wake of discriminatory incidents in Russia, we shared a common vision: to foster mutual understanding of the environments surrounding LGBTQ+ communities worldwide and to work in solidarity beyond sports to create a more inclusive society.

Pride House Tokyo Legacy, which miraculously emerged amid the unprecedented global COVID-19 pandemic, was, in essence, a testament to that very solidarity. In 2024, we passed the baton to Paris, carrying with it the thoughts and experiences of so many individuals. As we step into the new year, we face growing divisions across the world and a massive backlash against the LGBTQ+ community. Through our future activities at Pride House Tokyo, I sincerely hope that we can embrace our differences as strengths and create small sparks of change and hope.



About Pride House Tokyo

Launched as a project inspired by the Tokyo 2020 Olympic and Paralympic Games, this initiative aims to promote the understanding of LGBTQ+ rights and inclusion and was recognized as an NPO in April 2023.

Operating out of Pride House Tokyo Legacy, a permanent, large-scale LGBTQ+ center located near Shinjuku Gyoen-mae, the consortium brings together NPOs, individuals, and companies, working collaboratively in eight teams under specific themes. The "Athletes' Messages Team" focuses on creating an LGBTQ+-affirming sports environment where everyone belongs and raising awareness of LGBTQ+ issues through sports.



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Introduction

— LGBTQ+-related Issues in Sports



Towards a Society Where Everyone Can Live as Their True Self Through the Power of Sports



"Pride House" is an international initiative that began during the Vancouver 2010 Olympic and Paralympic Winter Games. It aims to spread accurate information about SOGIESC (Sexual Orientation, Gender Identity, and Sexual Characteristics), provide a safe space for LGBTQ+ athletes, fans, and their families, and drive change in the sports world - where discrimination and prejudice against LGBTQ+ individuals are often deeply rooted. Around the world, local NGOs and NPOs have taken the lead in establishing Pride Houses at various sporting events.

However, many challenges remain in the Japanese sports world. One major issue is the lack of environments where everyone can fully engage in their sport while being their authentic selves. Globally, more and more Olympic and Paralympic athletes have publicly identified as LGBTQ+, but in both the Tokyo 2020 and Paris 2024 Games, the number of openly LGBTQ+ athletes from Japan was zero. This suggests that coming out remains a significant challenge within Japan's sports community. In fact, incidents have been reported where athletes experienced exclusion within their organization after coming out or had their sexual orientation exposed on social media without their consent.

Furthermore, there are very few safe spaces where LGBTQ+ athletes facing such discrimination can seek support, highlighting the

lack of a proper support system for LGBTQ+ athletes in Japan. Additionally, LGBTQ+ individuals in sports navigate unique mental health challenges due to discrimination, prejudice, and a lack of understanding from those around them. Along with the pressure to perform as athletes, they also experience mental stress from discrimination based on their sexual orientation or gender identity, as well as constraints that prevent them from expressing their authentic selves in sports environments.

Since its establishment, "Pride House Tokyo" has been actively working to transform Japan's sports environment. Recognizing the Tokyo 2020 Games as a pivotal opportunity, we have expanded our efforts beyond the sports world, striving to create a society where everyone can live authentically. By collaborating across sectors—including NPOs, experts, corporations, and athletes—we have successfully launched numerous projects. One of our most significant achievements is the establishment of "Pride House Tokyo Legacy," Japan's first permanent, large-scale LGBTQ+ center. At Pride House Tokyo, we firmly believe in the power of sports to drive social change. Moving forward, we will continue working to create an environment where all athletes can compete safely and confidently, and to realize a society that embraces and respects diversity.



Network and Movement Team: Two Pillars of Action

1 **Creating an LGBTQ+ Inclusive Sports Environment Where No One Is Left Behind**

The world of sports, historically built on traditions of celebrated "masculinity" and the presumption of heterosexuality, poses unique challenges for LGBTQ+ individuals. From competitions and locker rooms to uniforms, many aspects of sports remain divided by "male" and "female" categories, depriving some people of the opportunity to safely and authentically enjoy sports. We aim to spread accurate information about SOGIESC among athletes, coaches, staff, and fans, challenging the "norms" of sports. Our goal is to create an inclusive environment where no one is excluded based on gender identity, sexual orientation, or gender expression.

2 **Harnessing the Power of Sports and Athletes to Create an LGBTQ+ Inclusive Society**

Sports and athletes have a unique ability to captivate, inspire, and drive social change. Sports, deeply rooted in diversity—spanning gender, nationality, abilities, sexual orientation, age, and religious beliefs—have the power to ignite passion and inspire people across the globe. This unique power opens doors for dialogue and sheds light on voices and challenges that might otherwise go unnoticed. By leveraging the transformative potential of sports, we aim to build a society where every individual's dignity and rights are respected, and everyone can thrive as their authentic selves.

From Tokyo 2020 to Paris 2024: Our Three-Year Journey

2022

Establishing the Foundations of the Ally Network

- Training sessions for domestic sports organizations
- Development of Ally Athletes
- Questionnaire on LGBTQ+ Youth Experiences in Physical Education

2023

Strengthening the Ally Network

- Continued training sessions for domestic sports organizations
- Development of Ally Athletes
- Collaborative initiatives with youths

2024

Advancing Together with Allies

- Advocacy efforts at the Paris 2024 Games
- Archiving three years of activities and milestones
- Youth-led projects



Timeline of Key Moments 2019-2024

September 20 — November 4

Opened "Pride House Tokyo 2019," a temporary information center themed around sports and LGBTQ+, in Harajuku, Tokyo, at "subaCO," coinciding with the excitement of the "Rugby World Cup 2019."



September

Signed a Memorandum of Understanding with the Tokyo Marathon Foundation

During Tokyo 2020 Olympic and Paralympic Games

Became the first "Pride House" globally to be recognized as an "official program" by the Tokyo Organising Committee of the Olympic and Paralympic Games. Hosted a panel exhibition featuring messages from LGBTQ+ athletes from Japan and abroad at Pride House Tokyo Legacy.



2019

2020

2021

October 11

Opened "Pride House Tokyo Legacy," Japan's first permanent and comprehensive LGBTQ+ center, in Shinjuku, Tokyo, on International Coming Out Day.



April 1

Continued and strengthened initiatives launched during the Tokyo 2020 Games, supported by a grant from the Nippon Foundation.

(Ongoing as of February 2025.)



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June 13

Signed a four-year comprehensive agreement with the Japanese Olympic Committee (JOC).



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March

Published survey results on "Questionnaire on LGBTQ+ Youth Experiences in Physical Education." (Details on p.12)



July 21 — 23

Organized "Pride House Fukuoka" during the "World Aquatics Championships 2023 in Fukuoka".

- Members of Pride House Tokyo and Ally Athletes paid a courtesy visit to Soichiro Takashima, the Mayor of Fukuoka. The meeting included an exchange of ideas on promoting diversity and inclusion.
- In collaboration with Fukuoka City's Human Rights Part, an LGBTQ+ information booth was set up at the championship venue, providing resources and raising awareness.
- A dedicated space was established within Fukuoka City for LGBTQ+ individuals to gather safely. The space also featured discussions on diving techniques and the challenges faced by LGBTQ+ individuals in sports.
- Supported by the Japanese Swimming Federation's Athletes Committee, the "Pride Talk Show - Toward an LGBTQ+ Inclusive Society in Aquatics" was held. Notable speakers included: Bill May, a silver medalist in artistic swimming for Team USA. Kyoko Iwasaki, a gold medalist in the 200m breaststroke at the Barcelona 1992 Olympic Games. Yusuke Shimizu, a member of Japan's water polo team at the Tokyo 2020 Olympic Games.



October 14

Set up a booth at the WE League Cup final "Empowerment Match" to share information on gender and LGBTQ+ topics.

December 4

Signed a comprehensive agreement with the Japan Rugby Football Union and Japan Rugby League One.



2022

2023

2024

August

Launched the Ally Athlete Project (Details on p.10 and 11)



2022 October — 2023 March

Collaborated on an exhibit about LGBTQ+ initiatives at the Japan Olympic Museum's exhibition titled "Together for a peaceful world ~Diversity and Harmony of the Tokyo 2020 Games~."

February 18

Hosted the "Conference for Youth: To Make Sports Safe and Fun for ALL," with the youth, athletes, and educators discussing LGBTQ+ issues in sports. (Details on p.12 and 13)



May 26

Set up a booth at the NTT Japan Rugby League One 2023-24 Playoff Final and collaborated with Japan Rugby League One and the NTT Group to create informational leaflets.



July

Organized various events, including press conferences and talk shows in Paris, during the Paris 2024 Olympic Games. (Details on p.14 and 15)



Sports for Everyone





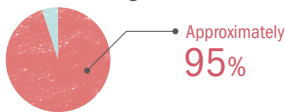
Initiatives for Sports Organizations

When organizations engage with LGBTQ+ inclusion, it is vital that every individual within them possesses a solid understanding of SOGIESC and shares common values for embracing diverse individuals. Beyond establishing an organizational stance through vision statements, policies, and codes of conduct, it is the everyday language and behaviors of individuals that shape organizational culture. At Pride House Tokyo, we conduct training sessions for national sports federations and other sports-related organizations or teams. These sessions cover foundational LGBTQ+ knowledge and address the specific challenges faced within the sports world.

Organizations That Have Participated (Selected Examples),
Japanese Olympic Committee, Japan Swimming Federation, Japan Softball Association, Japan Rugby Football Union, Japan Tennis Association, Japan Hockey Association, Japan Professional Basketball League (B.LEAGUE), Japan Dance Sport Federation

Feedback from the participants

responded that they were **"very satisfied"** or **"satisfied"** with the training.



reported that their knowledge and understanding of LGBTQ+ issues had **"greatly improved"** or **"improved"** compared to before attending the session.



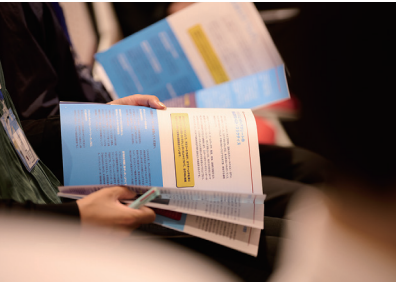
Aiming for Fair and Inclusive Sports Reporting

Looking at the international sports scene, the number of athletes and coaches openly identifying as LGBTQ+ has been steadily increasing. In Paris 2024, there were a total of 241 out LGBTQ+ athletes (Outsport, 2024). Their presence serves as role models for many LGBTQ+ individuals and brings a positive light to the sports world. However, concerns have also arisen regarding inaccurate media reporting stemming from a lack of proper knowledge and understanding.

In response, ahead of the Paris 2024 Games, in June 2024, we held a sports reporting briefing session titled **"Fair and Inclusive Sports Reporting: Towards Gender Equality and Inclusive Representation"** in collaboration with the Japanese Olympic Committee. Approximately 50 media professionals from Japan



participated in the event. The session covered important considerations for reporting on LGBTQ+ athletes, including appropriate terminology and information needed to report them fairly as athletes, as well as sharing the International Olympic Committee's 2024 revised guidelines—Portrayal Guidelines for Gender-Equal, Fair, and Inclusive Representation in Sport.





Ally Athlete Project



The term "Ally" refers to a supporter or advocate.

Since 2022, a project to expand the circle of "Ally Athletes"—those who understand LGBTQ+ issues and take action to create change in society through sports—has been underway. Targeting both active and former top athletes, including Olympians and Paralympians, this initiative provides opportunities to learn about LGBTQ+ topics in sports and hear the voices of LGBTQ+ athletes.

Project Website

<https://pridehouse.jp/allyathletes/>



Overview of the Ally Athlete Project

Total of three training sessions
on LGBTQ+ and sports

Contents of Training

1

Basic Knowledge of the LGBTQ+
and National Movement

2

Learning from the experiences of
LGBTQ+ athletes

3

Think Actions of Ally Athletes

*Slightly subject to change from year to year

A total of **43** athletes have completed
the training (as of February 2025).

Advocating together with Pride House Tokyo as an "Ally Athlete."

- Participation in outreach activities
- Delivering training sessions for sports-related organizations
- Appearing in video messages
- Publishing messages on websites
- Featuring in interview articles, etc.

Activities of Ally Athletes (Selected Examples)

2023

March

Appeared in the "2022
Ally Athlete Message" video.



July

Participated in "Pride House Fukuoka," organized during the World Aquatics Championships 2023 in Fukuoka. Visited the LGBTQ+ information booth at the event venue and appeared in a talk show held in Fukuoka City.



October

Appeared in the "2023
Ally Athlete Message" video.



November

Spoke at a lecture organized by Yoshikawa City, Saitama Prefecture.
Participated in a human rights awareness training session in Yokohama City, Kanagawa Prefecture.



2024

February

Attended the "Conference for Youth: To Make Sports Safe and Fun for ALL," organized by Pride House Tokyo. Exchanged opinions with youth under 24 years old, physical education teachers, and sports coaches.



July

Appeared in a talk show organized in Paris with Pride House-affiliated organizations during the Paris 2024 Olympic Games.



Messages from Ally Athletes

MESSAGES♥

Ayumi Tanimoto



2004 Beijing & 2008 Athens Judo Gold Medalist
Director of the Japanese Olympic Committee
Ally Athlete Training 2023 Graduate

After becoming a supporter rather than a competitor in sports, I wanted to create an environment where as many athletes as possible can participate in sports with peace of mind. To do so, it is vital that everyone feels 'psychological safety.' I participated in the Ally Athlete Training with the hope that my own learning can be useful.

When you step out of Japan into the world, you realize the importance of 'knowing enough.' I want to cultivate my sensitivity and take action toward a society full of compassion.

Kenta Tokunan



2016 Rio & 2020 Tokyo Fencing Sabre
Japan National Team
Ally Athlete Training 2022 Graduate

I participated in Pride House Tokyo's activities because I want to create an environment where everyone, regardless of their background, can feel safe while engaging in sports. As someone who is not directly affected, I believe that participating, learning, and acting in such initiatives is a crucial step in reducing prejudice and misunderstanding, and changing society's overall awareness.

Sports have the power to bring people together, but in order for all people to equally benefit from that, an environment where everyone feels 'psychological safety' is essential. As an Ally Athlete, I strive to contribute to this goal and deliver a compassionate society to future generations.



Initiatives to Transform Youth Sports Environments

Towards a Safe and Inclusive Sports Environment for All

Questionnaire on LGBTQ+ Youth Experiences in Physical Education



For more information▲

Pride House Tokyo conducts various research projects to shed light on the current state of sports environments in Japan. As part of these efforts, we conducted the "Questionnaire on LGBTQ+ Youth Experiences in Physical Education" from November to December 2022. The survey targeted 838 university-aged individuals (18-29 years old) and was conducted via Google Forms to gather feedback directly from diverse youth, including LGBTQ+ individuals, about their experiences in school PE classes.

The findings revealed that LGBTQ+ youth tend to have less positive feelings toward PE and are less likely to see sports as a way to express their true selves. Many respondents reported frequent exposure to insensitive remarks about LGBTQ+ individuals, and there were numerous cases where PE teachers lacked sufficient understanding of LGBTQ+ issues. Additionally, changing room policies and uniform regulations often failed to consider SOGIESC, potentially increasing the psychological burden on LGBTQ+ youth. These results highlight that school physical education environments are not always safe or inclusive for LGBTQ+ youth.



Japan's First Youth-Led Conference on Inclusive Sports



For more information▲

On February 18, 2024, we hosted "Conference for Youth: To Make Sports Safe and Fun for ALL," bringing together youth, PE teachers, sports coaches, and athletes. During the event, a panel discussion featuring LGBTQ+ athletes and influencers reaffirmed that 'gender binary' and 'patriarchy' still persist in Japan's sports and PE environments. Building on this realization, participants were divided into six groups to develop concrete action plans for creating change in society and school environments. Discussions focused on steps such as 'taking action to gain knowledge' and 'voting to shift societal attitudes.' The conference provided a platform for open dialogue, encouraging participants to deepen their understanding of SOGIESC in sports.



Voices from the Youth Participants **YOUTH VOICE**

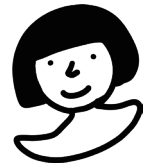
Here are some of the thoughts and opinions of the youth who attended the conference.



Sports and gender are inseparable issues. To improve society, school education, and club activities, we must break free from fixed ideas, bring diverse people together, and use our imagination to assess the current situation and explore solutions.



As sexual minorities, we often feel like our voices don't reach the society or the people around us. But through this event, I realized I'm not alone in feeling this way. Knowing that others share the same unspoken struggles in their daily lives has given me motivation for future activism.



This conference was very fruitful to make the painful experiences related to sports and gender more visible. However, the people attending these events are just a small part of society. There are still many individuals struggling in isolation, and I hope their voices will reach a wider audience.

From Tokyo 2020 to Paris 2024

Discussing the Legacy of Tokyo 2020 in Paris Joint Press Conference with the JOC



▲On July 29, at a joint press conference with the JOC

On July 29, 2024, a joint press conference with the Japanese Olympic Committee (JOC) was held at the TEAM JAPAN HOUSE (located in the Japan Cultural Institute in Paris, France).

Since being recognized as an official program by the Organizing Committee of the Tokyo 2020 Olympic and Paralympic Games, Pride House Tokyo has worked closely with JOC on various initiatives. This collaboration was a historic first in the history of Pride House, which began in Vancouver in 2010. As a result of this partnership, Pride House Tokyo and the JOC signed a four-year comprehensive partnership agreement in June 2022. From 2022 to 2024, Pride House Tokyo, with support from the Nippon Foundation, has worked alongside the JOC on various initiatives, including the development of Ally Athletes, training programs to deepen the understanding of LGBTQ+ issues, and outreach activities at sporting events. This press conference served as an opportunity to share these achievements with the Japanese media and sports organizations.



LGBTQ+ Exhibition at the TEAM JAPAN HOUSE

During the Paris 2024 Olympic and Paralympic Games, from July 25 to August 11, an LGBTQ+ information booth was set up at the TEAM JAPAN HOUSE. The booth featured panel exhibitions on LGBTQ+ issues in sports, video messages from athletes, and the distribution of informational guides. This initiative aimed to highlight the importance of diversity and inclusion in both the sports world and society. Many visitors, including Japanese sports fans, international spectators, and event officials, stopped by the exhibit, helping to deepen their understanding of efforts to promote diversity in sports.

Passing The Baton of Pride House to Paris Handover Ceremony

On July 29, former Pride House Tokyo representative Gon Matsunaka and others attended the opening ceremony of Pride House Paris, held at Rosa Bonheur sur Seine, along the Seine River. Pride House Paris is the first-ever Pride House to receive official recognition from the International Olympic Committee. To commemorate its opening, Pride House Tokyo presented a special flag as a symbolic handover baton. This flag incorporated the traditional Japanese art of "Mizuhiki" and the motif of an athletics track, featuring the 11 colors of the Progress Pride Flag.



▲On July 29, at the opening ceremony of Pride House Paris

The Future of Pride House A Multinational Dialogue with Three Organizations and Athletes

On July 30, a talk show was held along the Seine River at Rosa Bonheur sur Seine, themed "Promoting LGBTQ+ Rights Movements Through Major Sporting Events" and "The Role Expected of Pride House." The speakers included GOUPILE Jérémy, Co-Representative of Pride House Paris; Emy Ritt, Director of Pride House International; Mikako Kotani, an Ally Athlete; Fumino Sugiyama, Director of Pride House Tokyo; and Aya Noguchi, then Co-chair.



▲ On July 30, a talk show along the Seine River at Rosa Bonheur sur Seine

Fumino, a former member of the Japanese national fencing team and an LGBTQ+ individual, shared his experience of struggling between "living as a man in his own way" and "continuing to compete at the top level as an athlete." He stated,

"If there had been a place like Pride House at the time, I might have continued competing. In Japan, there are still very few athletes who come out as LGBTQ+. That is precisely why this movement is so meaningful."

He emphasized the significance of Pride Houses, which have been increasingly established in various countries in conjunction with the Olympic Games.

Additionally, Mikako reflected on how she deepened her understanding of diversity and LGBTQ+ issues following the sexist remarks made by the President of the Tokyo 2020 Olympic and Paralympic Organising Committee. She shared her experience of welcoming a transgender athlete onto her team, demonstrating the potential for mutual understanding through sports.

Building on these discussions, Emy Ritt referenced 25 Pride House initiatives launched in 16 countries over the past decade.



▲ Fumino Sugiyama, Director of Pride House Tokyo (on the left) and Mikako Kotani, an Ally Athlete



▲ The world is steadily changing along with the work of Pride House, says Emy Ritt, Director of Pride House International

"The world is steadily changing alongside the work of Pride House. We must continue challenging ourselves to create a world where everyone can truly enjoy sports,"

Emy expressed. Jérémy also shared his vision for Pride House Paris after the Games, stating,

"I want to create a better space for LGBTQ+ individuals. I strongly wish to prevent it from becoming a forgotten relic, like an unread book."

Aya, drawing from the experience in Tokyo, pointed out that **"mega sporting events provide a valuable opportunity for governments, sports organizations, and civil society to come together and discuss diversity."** She also highlighted expectations for the expansion of Pride Houses in the Asia region and stressed the importance of a network where Pride Houses across different regions can learn from and support one another. Through this talk show, it was reaffirmed that Pride House serves as a symbol of diversity in the world of sports and as an essential hub for creating an environment where everyone can participate in sports as their authentic selves.



▲ Aya Noguchi, then co-chair of Pride House Tokyo, emphasizes the importance of a network of mutual support.



▲ GOUPILE Jérémy, co-representative of Pride House Paris, with Pride House Tokyo items after the talk show



Watch the video summarizing our initiatives in Paris



Looking at the Numbers of the Three-Year Activities

Since 2022

Number of Ally Athletes

43 People

Number of sports professionals reached through LGBTQ+ training

Over
600 People

Number of sports-related organizations that received training

13 organizations

2022

Japanese Olympic Committee
NPO J Camp
Japan Swimming Federation
Japan Softball Association
Japan Rugby Football Union

2023

Japan Tennis Association
Zweigen Kanazawa
Japan Hockey Association
Japan Professional Basketball League (B.LEAGUE)

2024

Japan DanceSport Federation
All Japan Archery Federation
Fukushima United FC
Curling Team GRANDIR

Number of outreach activities conducted through sports matches and tournaments

20+

2022

KIGYO TAIKO EKIDEN 2022
KIRIN CHALLENGE CUP 2022 - Japan National Men's Football Team Match
Yamato Sylphid Home Game Pride Match (2022 Plenus Nadeshiko League Division 2 section 13)
Lipovitan D Challenge Cup 2022 - Japan National Men's Rugby Team Match
Swimming Day 2022 · KOCHI
2022-23 WE LEAGUE CUP Final "EMPOWERMENT MATCH"
Tokyo Legacy Half Marathon 2022
Thank you Tokyo! Festival and Ceremony (hosted by IOC)

2023

Yamato Sylphid Home Game Pride Match (2023 Plenus Nadeshiko League Division 1 section 13)
Taiyo Seimei Women's Sevens Series 2023
Pride House Fukuoka (at the World Aquatics Championships - Fukuoka 2023)
Swimming Day 2023 · HIROSHIMA
Production of a leaflet "Let's increase the number of allies in the sports world" in cooperation with the Japanese Olympic Committee. Distributed to the JAPAN TEAM at the 19th Asian Games Hangzhou.
Tokyo Legacy Half Marathon 2023
2023-24 WE LEAGUE CUP Final
Tokyo Marathon 2023

2024


NTT LEAGUE ONE 2023-24 PLAY-OFFS FINAL
Yamato Sylphid Home Game Pride Match (2024 Plenus Nadeshiko League Division 2 section 16)
Lipovitan D Challenge Cup 2024 - Japan National Men's Rugby Team Match
Paris 2024 Olympic and Paralympic Games
Tokyo Marathon 2024

Number of related
articles published


70+
articles

Media Coverage Highlights

2022


 **Web Article** Nihon Keizai Shimbun | June 13, 2022 |

"Pride House Tokyo and JOC sign an agreement to establish a center for sexual minorities."


 **Newspaper** Yomiuri Shimbun | October 13, 2022 |

"LGBTQ+: 'There are LGBTQ+ people around us.' JOC board members call for greater understanding."


2023

 **Newspaper** Yomiuri Shimbun | March 24, 2023 |


"LGBTQ+: 'Concerns about physical education.' A survey by a support organization."

 **Web Article** Kyoiku Shimbun | April 23, 2023 |

"Negative feelings towards physical education classes among LGBTQ+ youth."

 **Web Article** Yomiuri Shimbun Online | July 23, 2023 |

"LGBTQ+ awareness booth at the Fukuoka World Swimming Championships fan zone and talk show in the city."

 **Web Article** Asahi Shimbun Digital | July 31, 2023 |

"Over 200 Olympic and Paralympic athletes have come out as LGBTQ+, but no Japanese athletes — athletes hold discussions."

 **WEBTV** OurPlanet-TV | September 22, 2023 |

"Training Ally Athletes to Eradicate LGBTQ+ Discrimination."


 **Newspaper**  **Web Article** Mainichi Shimbun | September 28, 2023 |

"Beyond the Field: 'To learn is the first step.'"

 **Web Article** Nikkan Sports | December, 2023 |

"Japan Rugby Association & League One sign comprehensive agreement to promote LGBTQ+ to understand: 'Wider and deeper.'"

2024

 **Web Article** Mainichi Shimbun | June 8, 2024 |


"Gender-related barriers to player registration in sports. Accumulating 'frustrations'"

 **Web Article** Reuters | July 30, 2024 |

"Pride House Paris takes the torch from Pride House Tokyo."

 **Web Article** Paris 2024 Official Website | July 30, 2024 |

"Paris 2024 Olympics: The Rainbow Games — A new Pride House sets up on the banks of the Seine."

 **Web Article** Kyodo News | August 6, 2024 |

"Disseminating information on sexual minorities: Promoting understanding at the Paris Olympics across various locations."



Past, Present, and Future



Fumino Sugiyama

Board Member, NPO Pride House Tokyo /
Former Fencing Japan National Team Member /
Board Member, Japanese Olympic Committee /
Board Member, NPO Tokyo Rainbow Pride

As Japan's first openly transgender JOC (Japanese Olympic Committee) board member, over the past three years, I have received numerous consultations from not only LGBTQ+ athletes but also from association representatives who have supported athletes coming out. I believe this is largely due to the impactful work of Pride House Tokyo, which has greatly expanded the flow of information on LGBTQ+ and sports, resulting in significant progress compared to before.

However, despite this, Japanese athletes publicly coming out is still extremely rare. This, I believe, reflects the current state of the sports world in Japan. It is unrealistic to expect such deeply rooted discrimination and prejudice to be solved in just a few years, and I feel that continuous, long-term support is necessary.

Especially in the case of transgender athletes, there is a global backlash, and an endless spread of critical opinions and misinformation has decreased the psychological safety of the athletes involved.

In such an environment, I believe it is crucial to continue our efforts to foster an ally culture across the entire sports community.

Airi Murakami

Board Member, NPO Pride House Tokyo /
Former Japan National Rugby Union Player /
Yokogawa Musashino Artemis Stars



@opt_united

When I came out in the media, I still hadn't told most of the people around me. As a result, I faced challenges at work and even received threats of a lawsuit from a high school classmate for sharing my experiences as an LGBTQ+ person in high school.

However, after three years, I have seen a shift. I increasingly receive consultations from other athletes, and many athletes are now sharing aspects of their personal lives, such as their partners, on social media not necessarily as a formal coming out, but as a way of expressing themselves authentically.

In the next three years, I believe it will be essential to create strategies that address various responses, to ensure that we are equipped to tackle these challenges at their root.

Shiho Shimoyamada

Former Professional Women's Soccer Player /
Co-CEO of Wagamama Inc.



During my time with the Yamato Sylphid team, we had the opportunity to participate in LGBTQ+ training and Pride Matches, organized by Pride House Tokyo. Seeing other teams engage in similar activities has been incredibly uplifting for me as an individual within the LGBTQ+ community.

On the other hand, I have also heard from athletes who, despite the increased awareness, still feel unsure about what actions they can take. I believe Pride House Tokyo's public credibility and trust are key to engaging these athletes. In order to create a sports environment where everyone feels safe, it is essential to change the mindset of those involved in the field. Moving forward, I see a need not only to deepen the understanding of clubs and players, but also to create systems and environments that make it easier for clubs and athletes to take action, with a sense of "we can do this too!"



Developments in Sports Surrounding LGBTQ+ Issues

(Focusing on the Tokyo 2020 Games)

2015 The International Olympic Committee (IOC) revised the Olympic Charter, adding a fundamental principle prohibiting discrimination based on sexual orientation. The Tokyo 2020 Olympic and Paralympic Organising Committee also included "sexual orientation and gender identity" and "sexual minorities (LGBT, etc.)" in its Procurement Code in 2017.

2015 The IOC updated its participation guidelines for transgender athletes, removing requirements for genital surgery and reproductive organ removal. For athletes transitioning from male to female, eligibility was determined based on gender identity confirmation and testosterone levels.

2016 A total of **68 openly LGBTQ+ athletes competed** in the Rio 2016 Olympic and Paralympic Games (Outsports, 2016).

2019 During the Rugby World Cup 2019, 'Pride House Tokyo 2019,' **Japan's first Pride House**, was opened in Shibuya for a limited time.

2021 The IOC introduced the "IOC Framework on Fairness, Inclusion and Non-Discrimination on the Basis of Gender Identity and Sex Variations." Instead of enforcing a universal rule for all sports, the framework called on **international federations to establish fair and evidence-based regulations that respect human rights.**

2021 **222 openly LGBTQ+ athletes competed** in the Tokyo 2020 Olympic and Paralympic Games (Outsports, 2021).

Tom Daley (UK), an openly gay diver, won a gold medal in the 10m synchronized diving event.
"I am incredibly proud to say that I am a gay man and also an Olympic champion."

Laurel Hubbard (New Zealand) became the first openly transgender woman to compete in the Olympics in her self-identified gender category, competing in weightlifting.

"All I've ever wanted to be is myself. I'm just so grateful that I've had the opportunity to come here and be me. I hope that just by being here I can provide some sense of encouragement."

2023 **The Gay Games**, a global sports and cultural festival open to everyone, including LGBTQ+ individuals, was held in Hong Kong, marking the first time the event took place in Asia.

2024 **241 openly LGBTQ+ athletes participated** in the Paris 2024 Olympic and Paralympic Games. (Outsports, 2024).



PRIDE HOUSE TOKYO LEGACY



'Pride House Tokyo Legacy' is a permanent comprehensive LGBTQ+ center. We open our doors to everyone, share relevant information, and serve as a safe space.

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