



THE FLAG WE SHARE

— ★ —
A GLOBAL MEDIA INITIATIVE
2026–2028



GLOBAL VOICES.
LOCAL STORIES.



YEAR-ROUND CONTENT.
GLOBAL PLATFORM.



SHORT FILMS TODAY.
DOCUMENTARY IN 2028.



HUMAN RIGHTS.
HUMAN CONNECTION.



A SHARED SYMBOL.
A SHARED FUTURE.

FROM STEPS TO LIBERATION TO A GLOBAL STORYTELLING PLATFORM

PARTNER & SPONSOR BRIEF

THE MOMENT



A global symbol, approaching a historic milestone

In 2028, the rainbow flag reaches its **50th anniversary**.

At the same time, the world marks **80 years** of the **Universal Declaration of Human Rights** (UNDHR).

But the meaning of the flag is not fixed. It continues to evolve across cultures, generations, and lived realities.

This project begins from a simple question:

What does it mean to share a symbol globally, when it is experienced so differently around the world?



THE IDEA



A global media initiative, not a single film

The Flag We Share is a multi-year storytelling initiative exploring how the rainbow flag is lived, interpreted, and redefined across the world.

It is built as a **multi-voice global mosaic**, combining:

- Crowdsourced video submissions
- Select filmed interviews
- Archival material
- Thematic editorial storytelling

Rather than focusing on one geography or narrative line, the project **builds meaning through collective experience**.



HOW IT WORKS



A distributed storytelling model (2026–2028)

This initiative is designed as an **ongoing, participatory media system**:

- Global open call for short-form video submissions
- Youth Media Challenge integration
- Voices of Solidarity distribution platform
- Year-round release of curated short videos
- Ongoing editorial assembly by theme
- Culminating feature documentary in 2028

This approach reduces travel and production costs while expanding **global participation and authenticity**.



FROM STEPS TO LIBERATION



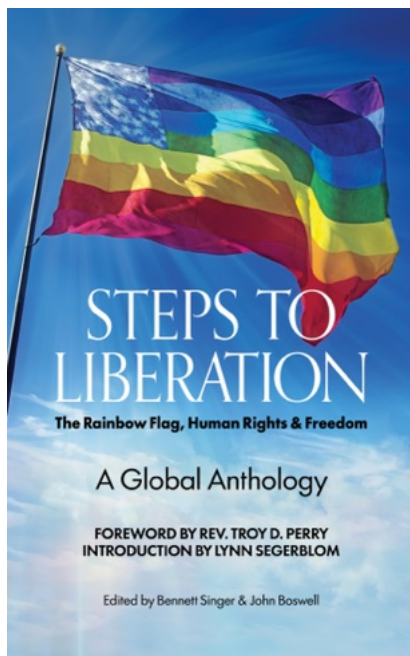
An evolving storytelling ecosystem

This initiative builds directly on the **collaborative model** established through the *Steps to Liberation* anthology publication, which brings together more than 50 contributors in a shared human-rights narrative.

Where the book gathers written voices,
this project gathers visual voices from around the world.

Together, they form a growing ecosystem of storytelling across formats:

- Written testimony → *Steps to Liberation*
- Visual testimony → *The Flag We Share*



PRODUCTION APPROACH



Designed for scale, access, and feasibility

The project uses a **distributed production model**:

- Community-generated global video submissions
- Local filming where needed
- Limited core interview production
- Archival and licensed materials integration
- Editorial curation organized thematically, not geographically

This structure supports broad global representation while maintaining a realistic production footprint.

Existing infrastructure, including **submission systems, consent frameworks, and contributor agreements**, can be mobilized immediately.



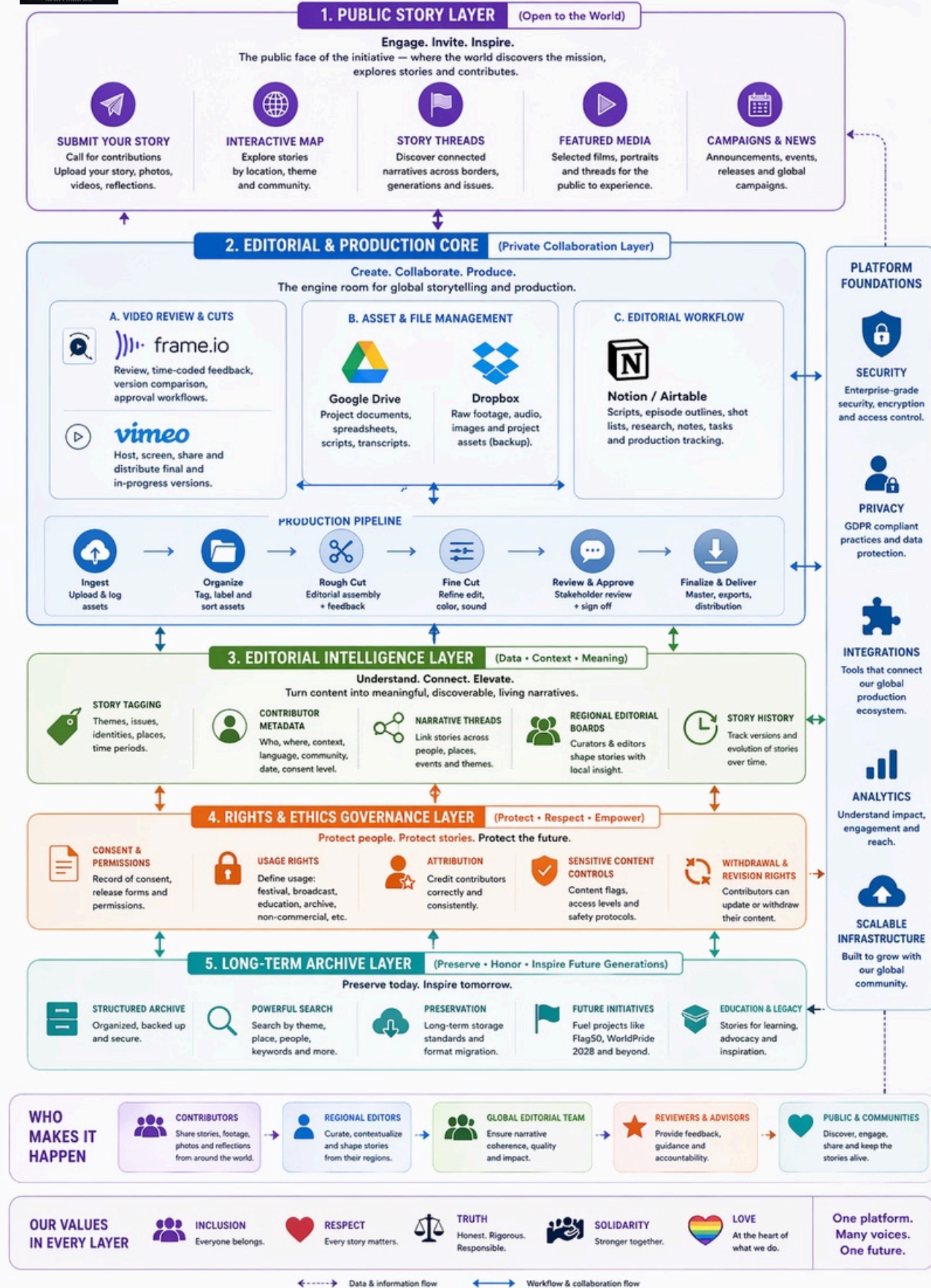


THE FLAG WE SHARE

GLOBAL PRODUCTION PLATFORM ARCHITECTURE

Stories. Rights. Identity. Humanity.

A global platform to collect, create, collaborate and preserve LGBTQIA+ stories for today and for generations to come.



FUNDING & STRUCTURE



A collaborative model for global storytelling

Rainbow Advocacy leads the development and coordination of The Flag We Share, a multi-year global storytelling initiative building toward 2028.

Funding will support the project's development, creative production, global participation, editorial coordination, and distribution.

The initiative brings together a network of collaborators, cultural organizations, media partners, and community contributors to build a shared global story.

Funding priorities include:

- Project development and production
- Global storytelling and community participation
- Filming, editing, and documentary assembly
- Archival materials, licensing, and rights management
- Digital distribution and global screenings
- Partnerships, outreach, and 2028 activations

Rainbow Advocacy will work with qualified production professionals, nonprofit and cultural partners, sponsors, and other collaborators to implement the initiative.

This flexible structure allows funding and partnerships to be aligned with the project's evolving needs while supporting responsible financial management and a sustainable path to completion.

2028 GLOBAL ACTIVATION



Culmination and shared global moment

The initiative builds toward a 2028 global release cycle aligned with major cultural milestones, including:

- 50th anniversary of the rainbow flag
- 80th anniversary of the UNDHR
- WorldPride 2028
- Olympic cultural programming in Los Angeles

2028 activations include:

- Feature documentary premiere
- Global screenings and community events (CineLot)
- Cultural programming at Pride House LA/WeHo
- Integration within Olympic Art 2028 initiatives

These activations serve as a shared global moment for reflection, visibility, and storytelling.



GLOBAL PARTNERSHIPS



Building a connected international storytelling network

The initiative engages **global and community-based networks**, including:

- InterPride
- USA Prides
- Youth media and cultural partners
- Human rights and arts organizations

Through OUR PRIDE's **Know OUR [human] Rights** (KOHR) initiative, The Flag We Share can connect community stories with the Universal Declaration of Human Rights, relevant resources, and the local contexts in which those rights are experienced. This connection strengthens the project's potential to support cultural understanding, human-rights education, and global solidarity.

Local storytelling is connected to **a broader global cultural and human rights dialogue**, aligned with the UNDHR framework.



HUMAN RIGHTS ALIGNMENT



Connecting Community Voices to Global Dialogue

With growing engagement between LGBTQ+ organizations and international human-rights institutions, there is an increasing need to ensure that **lived experiences are represented in global conversations**.

Through its **United Nations Consultative Status**, InterPride plays an important role in connecting Pride organizations worldwide to broader human-rights dialogue.

The Flag We Share supports this work by creating a platform for collecting and curating lived experiences from across diverse communities and contexts. Through global video submissions and thematic storytelling, the **project builds a visual and narrative record of how identity, visibility and belonging are experienced around the world**.

This evolving archive offers a way to extend community voices beyond local contexts, helping **inform cultural understanding, support advocacy efforts, and contribute to a more inclusive global dialogue** aligned with the principles of the Universal Declaration of Human Rights.



Developed in collaboration with global partners and community networks engaged in cultural and human-rights work.

CLOSING VISION



A shared story, built over time

The Flag We Share is not a single film.
It is a global storytelling process unfolding over time.

Collected from many voices, in many places, it **builds toward a shared moment** in 2028, where those stories come together in a **collective reflection on meaning, identity, and belonging**.



CONTACT

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This initiative is built through **collaboration and shared vision**.
We welcome the opportunity to connect with partners and supporters
as we work together to **bring this global story to life** in 2028.



Photo by James McNamara, San Francisco UN Plaza, June 25, 1978