

# the pleasure project.

ANNUAL REVIEW

2023

Shall we get intimate?

Our Highlights

Partnerships and Key Initiatives

The Pleasure Fellowship

The Training Toolkit

Speaking Engagements

Speaking Engagements

Looking Ahead

# Get to know the Pleasure Project

The Pleasure Project burst onto the scene with a mission: to turn safer sex into something downright sexy.

## – why?

Because stifling pleasure does more harm, especially to those with marginalized identities. It dulls the impact of sexuality education.

## – our vision

A world where every intimate moment is not just safer but deeply satisfying.

## – our mission

To weave safer, pleasure-packed sex into the very fabric of sexual health programs and erotic media.

# the Pleasure Principles

**Enter The Pleasure Principles – our guide  
for a sex-positive, pleasure-based journey.**

These seven guiding principles are here to fuel your role as a pleasure activist, propagandist, or practitioner. Dive in and make the world a safer, more satisfying place, one pleasurable moment at a time!



**LOVE  
YOURSELF**



**EMBRACE  
LEARNING**



**TALK  
SEXY**



**BE  
FLEXIBLE**



**THINK  
UNIVERSAL**



**RIGHTS  
FIRST**



**BE  
POSITIVE**



We at The Pleasure Project are now asked to speak all the time on 'how' to implement pleasure based sexual health – rather than 'why' should we take pleasure seriously – for me this is a major step forward. We are not making the case for people to take pleasure seriously any longer, but rather we are sharing the evidence on how to ensure taking pleasure seriously, as it deserves, will have the impact we know it can – i.e. how to do this well to improve sexual health.

Best of all - we are not reliant on a small number of advocates – or Arushi and I the two Directors - to make the case. Now we have so many brilliant articulate champions such as our pleasure fellows or expanded core team who make the case so well and spread the word. This shows that creating a network of pleasure passionate people has been essential to ensuring sex education and sexual health changes forever and stops shaming and stigmatizing people for simply wanting good safer sex.

**Anne Philpott - Founder and Co-director**



**Elena Ascione  
Communications and Advocacy Associate**

In reflecting on the past year, what stands out most to me is the incredible growth of our organization. From forging new partnerships to expanding collaborations and increasing our workload, it's been a remarkable journey. As a small, remote team spanning different time zones, we must take pride in our ability to collaborate seamlessly, support each other, and celebrate successes while consistently delivering high-quality work

Looking ahead, I'm excited about fostering these relationships further in the coming year and witnessing our continued growth

**Francesca Barolo - Lead Operations**



**Jaime Romani - Pleasure Fellowship Coordinator**

The fellowship felt like a complete success! It has made me so happy and proud to have all these new fellows from different backgrounds and regions come together to share their experiences and their ideas for their projects. Seeing all of them engage with us and with the fellowship is truly amazing - especially after having had to face the very challenging selection process with over 500 applicants! I'm excited to see the implementation of their projects but mostly, the kind of amazing work they'll all be doing in the years to come!



**Arushi Singh - Co-director**

# collab!

**Our partnerships in 2023 have been like passionate dance partners in the grand ballroom of impact.**

**Prepare for a journey into the world of love and collaboration!**

## Treasure Your Pleasure Campaign

with IPPF Africa Region

A bold digital campaign that created a space for young people in Africa to talk about sex freely, reducing shame whilst advocating for safer sex and the importance of pleasure through the seven Pleasure Principles.

## Talking Pleasure with Ease: A guide to the “Why” and “How” of Pleasure-Based Sexual Health in Youth Programming

with IPPF East & South East Asia and Oceania Region

A juicy document portraying how pleasure-based approaches are ingrained in the four impact areas of IPPF’s Youth-led Programme’s Theory of Change (TOC) through The Pleasure Principles.

## IPPF Learning Platform

An exciting learning experience catered to IPPF staff and designed to facilitate learning about pleasure inclusive approaches to SRHR.

## 10 tips for including pleasure in your work

with AmplifyChange and The Case for Her

A sexy best practice note, the result of a wider research project that involved focus groups with 8 civil society organizations doing pleasure based sexual health work around the globe.

## Routledge Handbook of Sexuality, Gender, Health, and Right

With a steamy chapter by our co-directors, Anne Philpott and Arushi Singh, exploring the powerful realm of Erotic Justice.

## IPPF Global Pleasure Revolution campaign

A fun digital campaign created by IPPF Global, #PleasuRevolution is all about celebrating sex and sexuality by promoting well-being, safety, pleasure, desire and joy, all while helping people feel empowered to know what they want and ask for it too.

Pleasure enthusiasts span across continents:

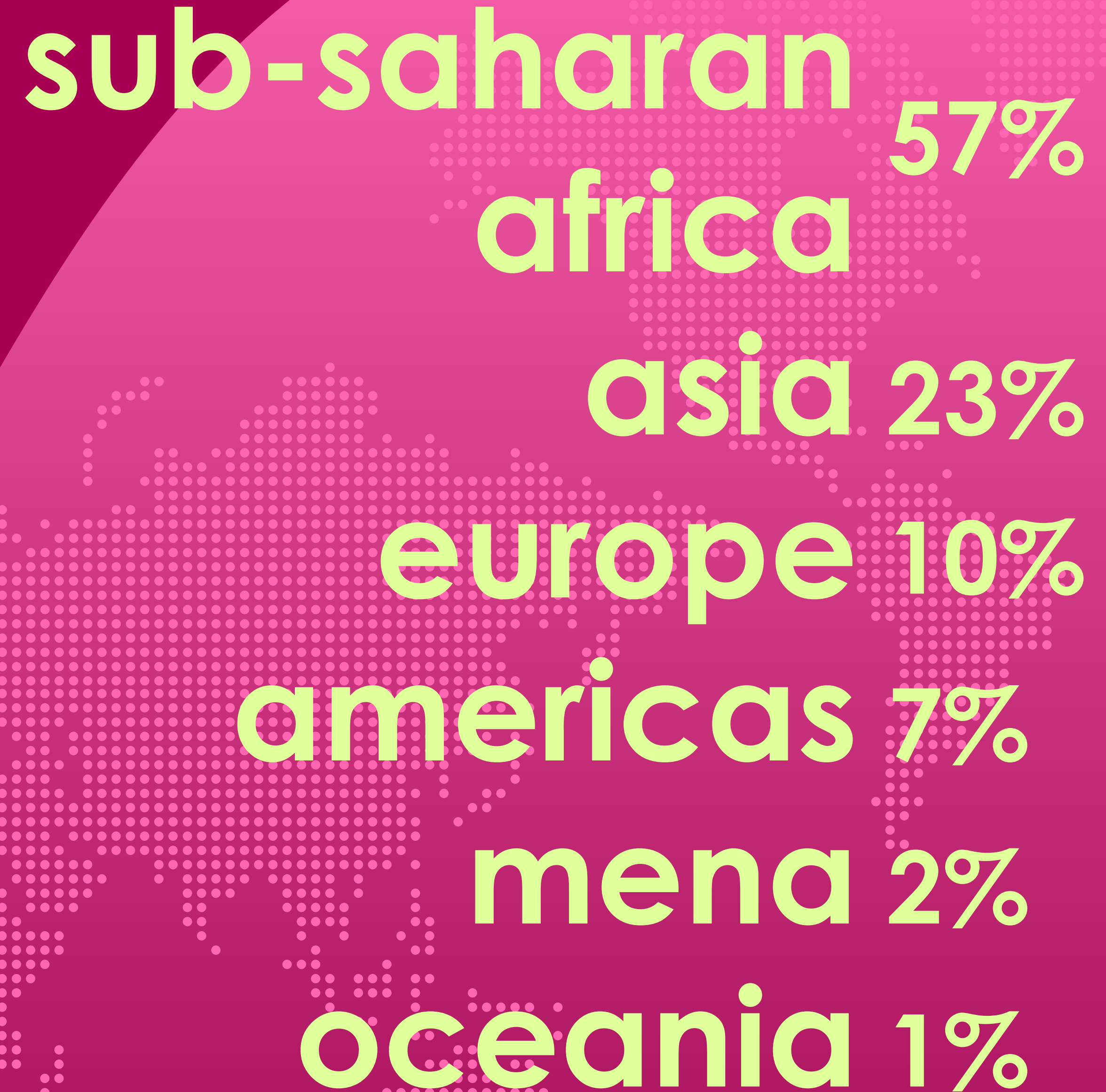
# the Pleasure Fellowship

Embracing desire, empowering pleasure communities & creating sex-positive change.

The Pleasure Fellowship is a unique experience where pleasure advocates from all over the world come together to be trained as pleasure experts.

**A whopping 500 applications!**  
**– an increase of 174% from 2021**

- 16 exceptional individuals selected
- Enthusiasts across all continents



# New look New fellows

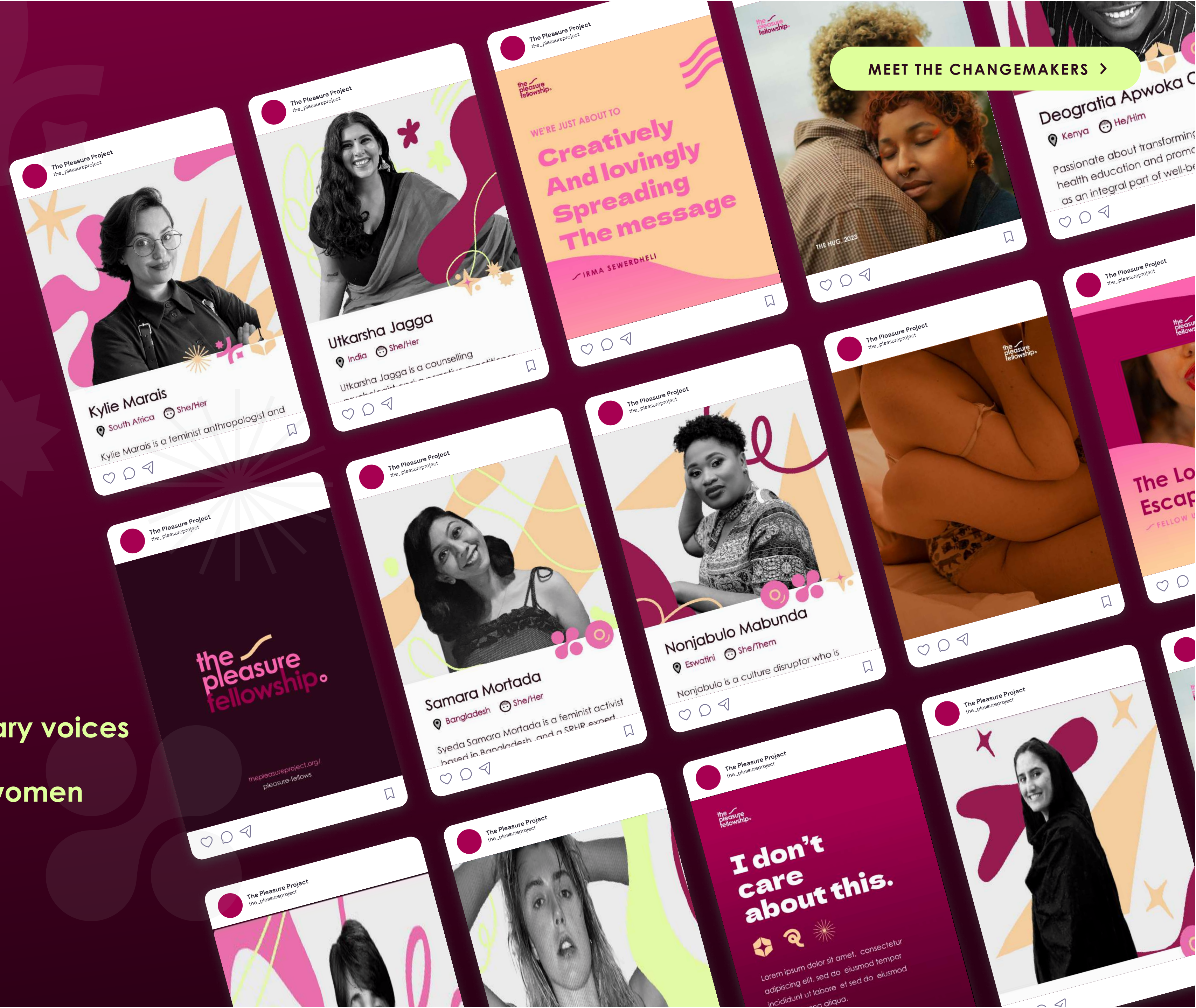
Just like a vibrant makeover, our fellowship donned a deliciously new look in 2023, reflecting our commitment to innovation and freshness.

A heartfelt thank you to the extraordinary folks at **DKT International**, **The Case for Her**, and the amazing **Jess Jacobs** for being the magic wands that made this fellowship possible!

**75%** youthful energy

**19%** trailblazing trans/non-binary voices

**66%** of incredible cisgender women



MEET THE CHANGEMAKERS >

Deogratia Apwoka C  
Kenya He/Him  
Passionate about transforming health education and promoting it as an integral part of well-be

I don't care about this.  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et sed do eiusmod aliqua.



# Being in the fellowship broadened my understanding of pleasure.

I'm now a pleasure advocate and love talking about pleasure. Because I'm a sex worker and advocate, it boosted my confidence in advocating for pleasure with other people.

Plus, the networking! I know I can reach out to someone if there's an area I can't manage and ask questions.

– Shira Natenda, 2021 fellowship cohort



[DOWNLOAD THE TOOLKIT >](#)

# the training toolkit

Dive into the pleasure revolution!

We unleashed our Toolkit in September, inviting you to join the journey of creating a world where joy, satisfaction, and flourishing lives take center stage—kicking shame out!

Inside, you'll discover:

- 🔗 **An introduction to The Pleasure Principles**
- 🔗 **Five modules with practical exercises, catering to different tastes and levels of thrill**
- 🔗 **Tips and tricks for crafting, delivering, and spicing up your training sessions**
- 🔗 **Examples of training agendas to keep things flowing smoothly**
- 🔗 **A treasure trove of pleasure resources**

# IMA -GINE THIS

Time to turn up the heat with one of our favorite warm-up exercises — let's get those pleasure muscles flexing!

Participants dive into the delicious memories of their favorite meal. No need to spill the beans; just savor the recollection. What about a beloved sound or smell? Who cooked up that feast of joy? Where did they indulge in it?

**Let's make it clear to our participants:**

just like we describe our favorite meal, exploring and naming (even within ourselves) our broader experiences of sexual pleasure can be a game-changer.

# TALK SEXY

Remember, the way we talk (or don't talk) about pleasure and sex? It matters. Who gets to join the conversation? That matters too. And most importantly, it matters who might be left behind.

**Ready to savor more in the pleasure journey?**

# Speak Speak Speak Speak Repeat

Spreading the pleasure vibes far and wide, we've introduced all these gorgeous organizations to evidence and experiences on pleasure-based approaches and how they can positively contribute to sexual and reproductive health and rights interventions:

- **FHI 360**
- **International Planned Parenthood Federation (IPPF)**
- **Plan International**
- **Rutgers**
- **United Nations Population Fund (UNFPA)**

Sizzling on the event scene, our heads were turned at [The Berlin Porn Film Festival](#), where things got hotter than ever.

Picture this: [a tantalizing panel](#) on pleasure inclusive interventions at the 50th anniversary of HRP. We spilled the secrets to a crowd hungry for positive change.

But that's not all! [We hosted a workshop](#) on The Pleasure Principles at the Black Women and Undoing Sexual Shame symposium – an event that left everyone buzzing. Dive into the details in [this article!](#)

Not to forget our time on ['The Sex, Research & Resistance Podcast'](#) by the Open University's Reproduction. We delved into the world of sexuality education beyond the classroom. Listen [here!](#)

Things got steamy at the World Association for Sexual Health Congress in November as we cranked up the excitement with our pleasure symposium, ['Putting Pleasure into the heart of policy, programming, practice, and prevention.'](#)

[Here's a true gem](#) for you from **WAS 2023** - Dr. Venkatraman Chandra-Mouli

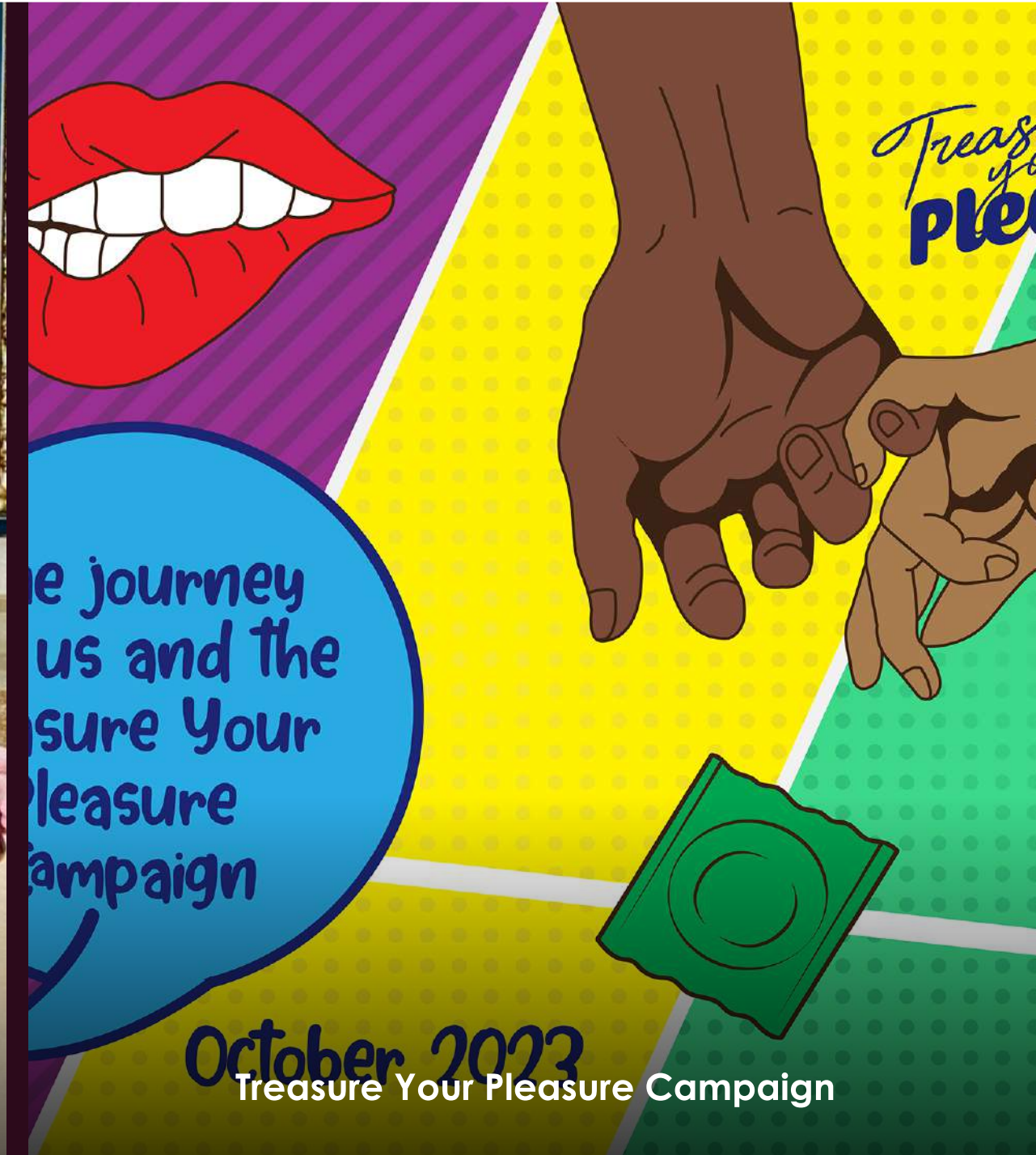
And yes, we pleased-up the **World Health Summit**, presenting at a special session on sexually transmitted infections (STIs) as well as [Women Deliver](#), with a session on digital discrimination & policy.



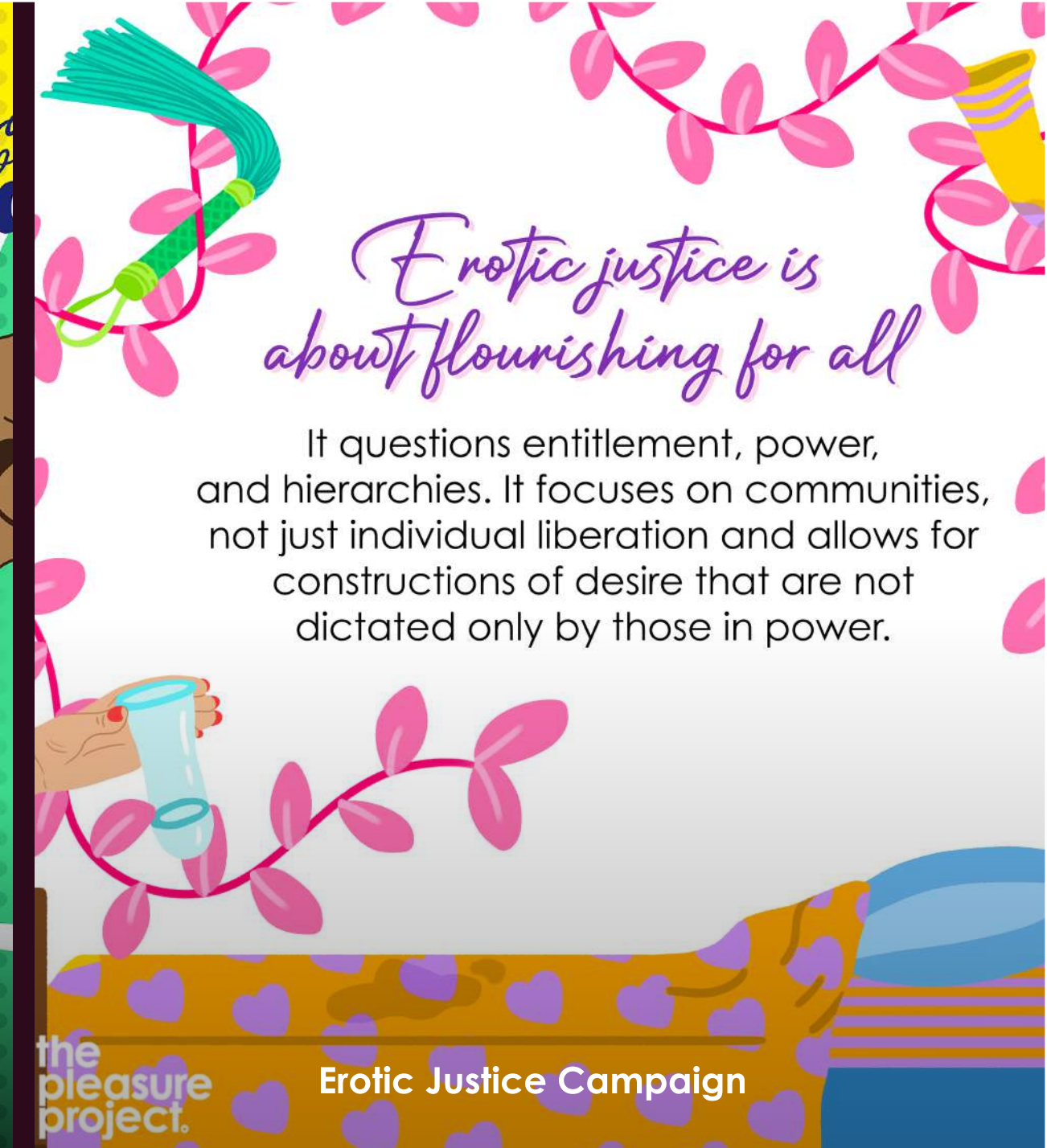
Women Deliver 2023



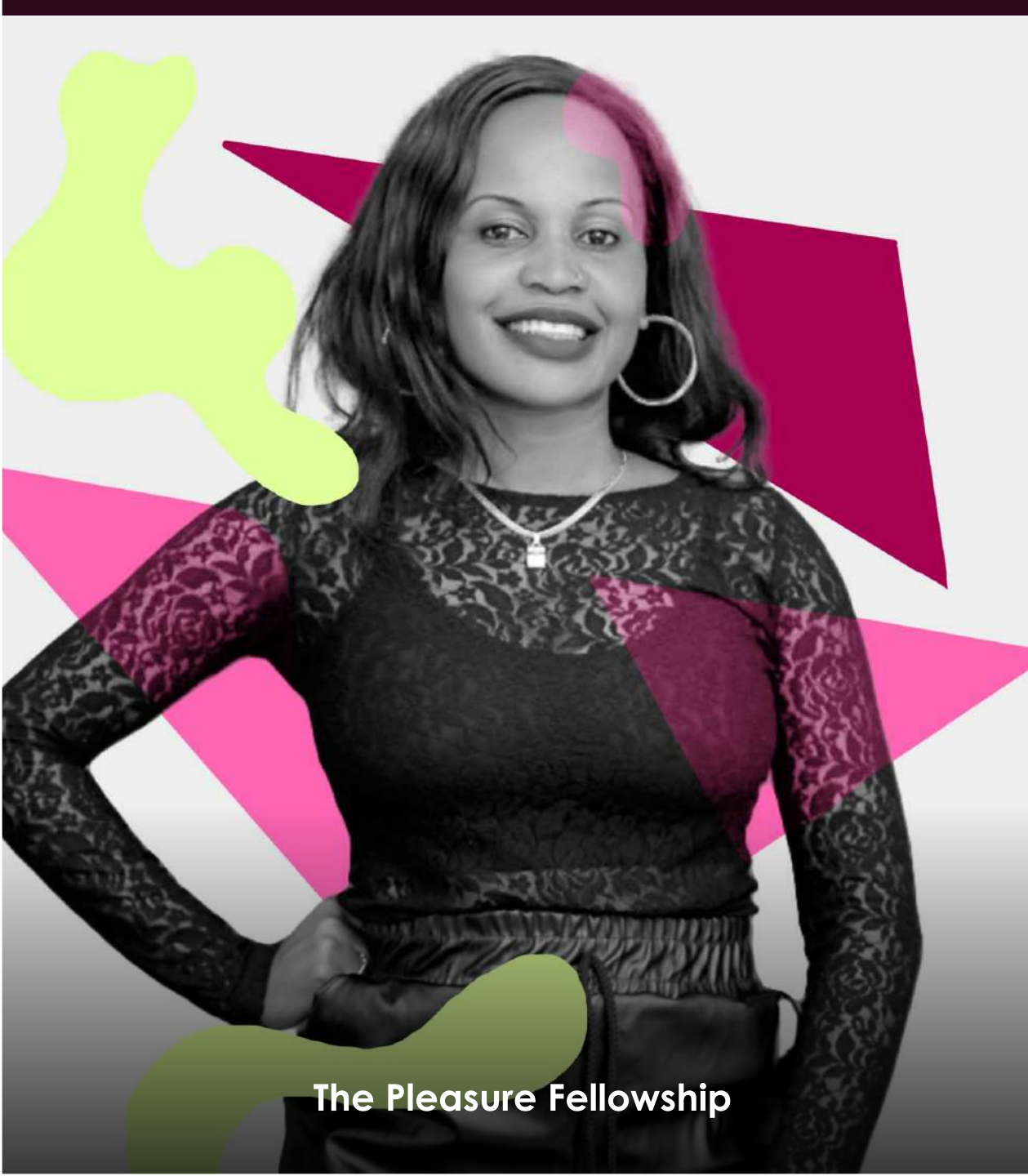
WAS 2023



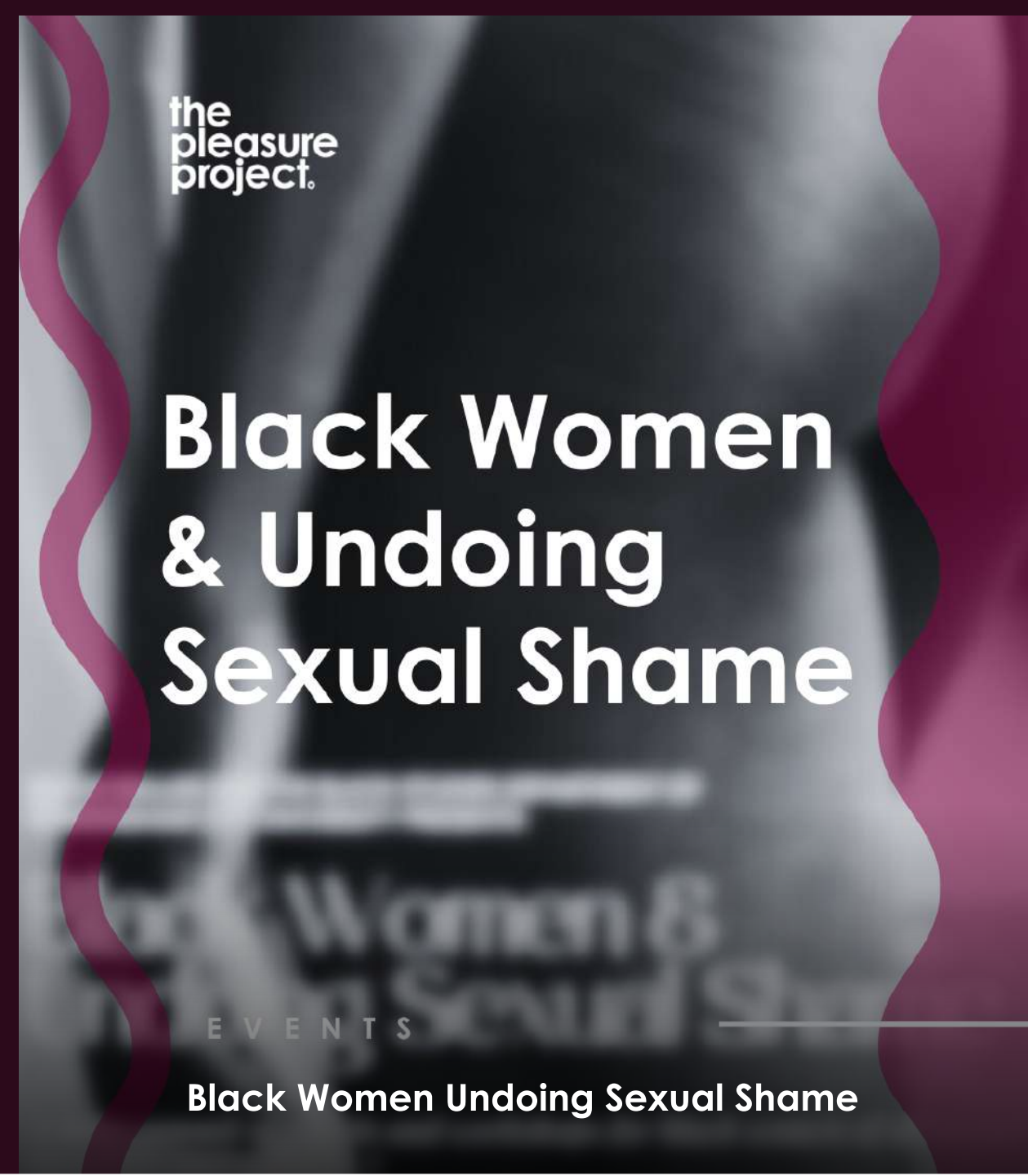
October 2023  
Treasure Your Pleasure Campaign



the pleasure project.  
Erotic Justice Campaign



The Pleasure Fellowship



Black Women Undoing Sexual Shame



HRP50



HRP50

**Fasten your  
seatbelts – we're  
about to launch into  
a thrilling future.**

# About our future

## Gender Equality and Empowerment Revolution

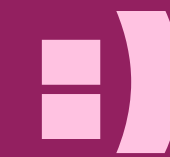
Get ready for a groundbreaking move as we develop a gender equity framework together with TabuTabu, scaling up [Ana Autoestima](#), all thanks to the mighty [Packard grant](#). It's not just progress; it's a leap forward!

## Evidence Building Extravaganza

We're on a quest to fortify our advocacy game and empower pleasure champions everywhere. How? By cooking up evidence that not only strengthens our voice but also becomes a tool of choice for organizations already championing pleasure. Get ready for an evidence-driven revolution!

## Growing Community Roots

Picture this – regional hubs blooming with pleasure experts. Why? To sow the seeds of context-specific support and hands-on guidance, fostering a community-driven approach to pleasure.



**Excited? So are we! Get ready to witness The Pleasure Project's next big step toward [community, expansion, and locally-driven change](#).**

As we close this chapter, our sincere thanks for being a vital part of the pleasure movement. Your passions have fueled our mission, creating a community where diverse voices champion pleasure as a principle for systemic change.

**Let's continue the journey to pleasure-positive sexual health.** The pleasure journey doesn't stop here—it evolves with your engagement.

Share your experiences, connect with us, and let's continue making pleasure a powerful force for positive transformation. Your voice is the heartbeat of this movement, and we're excited to keep the pleasure wave rolling together!

the  
pleasure  
project.

# Thank you for being part of the pleasure wave

Keep championing pleasure!

