



The Pleasure Fellow Scheme 2025

A detailed outline draft of contractual obligations, conduct guidelines, expectations and guidance of the Pleasure Fellows

Section 1: The Pleasure Project

The Pleasure Project is part of TASH, a registered Community of Interest Company, which is a not-for-profit entity pursuing a social purpose. The Pleasure Project has grown from an activist collective since we launched our pleasure approach and concept at the International AIDS Conference in Bangkok in 2004. Since then, largely through voluntary unpaid activist and community efforts and passion, we are recognised as the global leading organisation *'putting the sexy into safer sex, because sex education is rarely sexy and erotica is rarely safe'*. We have built a community of practise of over 100 organisations on our [Global Map of Pleasure](#), provided [training](#) for a wide range of sexuality education organisations and directly influencing many, played a key role in conducting [influential research](#) and have campaigned for recognition of the key role pleasure needs to play in HIV prevention and sexual health.

We have also developed and promoted the [Pleasure Principles](#), as a guide and inspiration to support people and organizations to embark on their journey towards a sex-positive, pleasure-based approach to sexual health. Since the launch of the Pleasure Principles, [multiple organizations](#) from around the world have endorsed and committed to promote them.

We are the first organisation to create a definition of a pleasure-based approach to sex education, building on the WHO definition of sexual health, the WAS sexual rights declaration and the [Global Advisory board definition of sexual pleasure](#). Our definition [is here](#) and below.

A pleasure-based approach is one that celebrates sex, sexuality and the joy and wellbeing that can be derived from these and creates a vision of good sex built on sexual rights. It focuses on sensory, mental, physical and sensual pleasure to enable individuals to understand, consent to, and gain control over their own bodies and multi-faceted desires. Well-being, safety, pleasure, desire and joy are the objectives of a programme with a pleasure-based approach. This approach measures empowerment, agency, and self-efficacy by whether or not an individual has been enabled to know what they want, and can ask for it, and request this of others, in relation to their sexuality, desires and pleasure.

The Pleasure Project Mission

We believe, we need more people within the Sexual and Reproductive Health (SRHR) world advocating for pleasure in a variety of settings: within their organisations, at conferences that relate to SRHR, in research, in comprehensive sexuality education (CSE) initiatives, in SRHR service provision and more. At these various spaces the pleasure questions may be asked, promoted and continuously advocated for. In short, we're looking to promote discussion of pleasure in the world of sexual and reproductive health and promote a more comprehensive look into our human sexual experience rather than one centered just on disease.

An example of the narrative we wish to disrupt

Sexual ill health is still a significant cause of untimely death, as seen in the latest Global Burden of Diseases report (GBD 2019 Diseases and Injuries Collaborators, 2019). This is more marked for lower income countries, with AIDS being the fourth highest cause of death. A billion people globally have a

preventable sexually transmitted infection. Yet key reasons people have sex, i.e., pleasure, love, desire, intimacy are still largely ignored by the communities working to improve sexual health. Despite recognition that pleasure is a key motivator and element of sexual relations and sexual behaviour (Allen & Carmody, 2012¹; Arrington-Sanders et al., 2015²; Boyce et al., 2007³; Fine & McClelland, 2006⁴), it is a subject rarely, if ever, discussed within sexual and reproductive health and rights (SRHR) professional groups or in sexuality education. In fact, prioritising pleasure, rather than the fear of danger and disease, will increase the likelihood of safer sex. Likewise, promoting sexual health programs that include sexual desire and sexual pleasure will improve knowledge and attitudes towards sex and increase condom use (Zaneva et al., 2022)⁵.

Section 2: Requirements:

Hours

The Pleasure Fellow Scheme will consist of at least seven interactive sessions of approximately 2hrs each on Zoom. These sessions will take place twice a month and will go from November 2025 to April 2026.

There will be pre-seminar readings and tasks shared before each session for Fellows to complete in their own time. One of the core elements of this scheme is a sense of community and thus, fellows will be expected to attend the welcome session and a *minimum of 4 other sessions*. Times and dates will be determined when fellows are selected, and time zones are established.

Although the sessions timetable will be as accessible as possible, we understand that not every fellow might be available for every selected dates/ timing of sessions. We will therefore upload recordings of sessions which can be watched subsequently.

Funding at the end of the scheme

At the end of The Pleasure Fellow training, there will be the opportunity for Pleasure Fellows to apply for a select amount of funding for a project up to USD 1,500. Fellows will be expected to work on a project document to develop and pitch their idea. Funds will be allocated to support these projects and reimburse certain expenses.

Section 3: The Pleasure Project Values

The Pleasure Fellow Scheme will be a diverse, communicative, respectful learning environment. We will strive to make each individual feel comfortable to ask questions, discuss topics and learn together. However, The Pleasure Project does stand by some core values, these will now be outlined below:

The Pleasure Project Core Values:

¹ Allen, L. & Carmody, M. (2012). *'Pleasure has no passport': re-visiting the potential of pleasure in sexuality education*. Sex Education.

²Arrington-Sanders, R., Harper, G., Morgan, A., Ogunbajo A., Trent, M., & Fortenbery, J. (2015). *The Role of Sexually Explicit Material in Sexual Development of Same-Sex-Attracted Black Adolescent Males*. Archives of Sexual Behavior.

³Boyce, P., Huang Soo Lee, M., Jenkins, C., Mohamed, S., Overs, C., Paiva, V., Reid, E., Tan, M., & Aggleton, P. (2007). *Putting sexuality (back) into HIV/AIDS: Issues, theory and practice*. Global Public Health.

⁴Fine, M & McClelland, S. (2006). *Sexuality Education and Desire: Still Missing after All These Years*. Harvard Educational Review.

⁵ Zaneva, M., Philpott, A., Singh A., Larsson, G., & Gonsalves, L. (2022). *What is the added value of incorporating pleasure in sexual health interventions? A systematic review and meta-analysis*. Plos One.

We are centered around human rights, inclusivity, empowerment, safety, respect, and evidence-based practices.

- **Pleasure as a Positive Value** – Sexual pleasure is a healthy and important part of sexuality. We embrace and promote a mindset that views consensual sexual expression, pleasure, and diversity as natural and healthy aspects of human experience. It involves accepting and celebrating different sexual orientations, preferences, identities, and practices without judgment or shame
- **Sexual Rights and Safety** – Everyone has the right to enjoy sex safely and freely, without fear, discrimination, or coercion.
- **Respect and Diversity** – All consensual expressions of sexuality and sexual preferences deserve respect and support.
- **Equality and Empowerment** – Everyone has the right to control their own sexuality and experience pleasure; this is essential to equality.
- **Sex-Positive Media and Work Environments** – Ethical erotic media and sex work can exist without exploitation, and workers in these fields have a right to safety and respect.
- **Community-Led Learning / localised learning** – Effective sex education comes from listening to and learning from communities who practice safer sex.
- **Evidence-Based Approach** – Sexual health programs should be rooted in research and proven methods, especially those that include pleasure.
- **Integrity:** honesty, respect and ethics, are core to all our interactions, decisions, and actions. It means being accountable, reliable, and transparent while maintaining trust and respect among colleagues and stakeholders.
- **Dignity:** respect, empathy, and fairness, guide our interactions with colleagues and partners regardless of their background, position, or circumstances. We foster an inclusive and supportive environment where everyone's worth and rights are recognized and upheld.
- **Equality:** fairness and impartiality are core to our work, ensuring that all individuals have the same opportunities, rights, and treatment regardless of differences such as race, gender, religion, or socioeconomic status. We promote diversity and inclusivity while actively striving to eliminate discrimination and bias in all aspects of our operations.
- **Care:** we have each other's back. We stand by one another, offering support and encouragement through both professional and personal challenges. Collaboration is key to our success, as we believe that together, we achieve more than we ever could alone. Externally, our approach hinges on fostering empathy.

Section 4: The Pleasure Fellow Terms and Conditions

Summary of expectations of the Pleasure Fellows

Taking on the mission of emphasising the importance of pleasure in the world of sexual and reproductive health will be our 15 Pleasure Fellows from varying roles, jobs, backgrounds and geographies. After training, the Pleasure Fellows will be confident and competent 'pleasure experts' in promoting the pleasure question as positive disruptors at conferences and events and in their professional roles. The Pleasure Fellows will also help contribute to documentation of the approach with a write of their experience of the fellowship and research into the impact of pleasure inclusion in their various backgrounds/jobs. This will help amplify the voices of pleasure, creating a buzz, excitement and more diverse voices to challenge the potential opposition.

Terms and Conditions of becoming a Pleasure Fellow

1. Application

- 1.1 These terms and conditions shall apply to the engagement of the training in The Pleasure Project's Pleasure Fellow Scheme and the subsequent embarkment as pleasure pioneers by the Pleasure Fellows.

2. Basis of these Terms and Conditions

- 2.1 These terms and conditions shall come into effect when:

2.2.1 Pleasure Fellows sign a contract agreeing to these terms and conditions upon selection as a Pleasure Fellow

2.2.2 These terms and conditions shall remain in effect while the Pleasure Fellow advocates for The Pleasure Project's mission, using the organisations name, support and resources.

3. Supply of Training

- 3.1 The Pleasure Project shall use reasonable endeavours to supply the Training to the Fellows in accordance with these Terms and Conditions in all material respects but reserves the right to change the course content of any Training Course at any time and without notice.
- 3.2 The Pleasure Project shall use reasonable endeavours to meet any specified training date, but these dates may be subject to alteration.
- 3.3 Notwithstanding the above sub-clauses, The Pleasure Project reserves the right to cancel training at any time.
- 3.4 The Pleasure Project will endeavour to train fellows to a high standard, taking on board specific training requests, supporting Pleasure Fellows throughout the training and providing on-going support mechanisms post training.

4. The Pleasure Fellows obligations

- 4.1 The Pleasure Fellow shall:

- 4.1.1 Attend the kick off session and a minimum of 4 training session unless otherwise agreed with The Pleasure Project.
- 4.1.2 The Pleasure Fellows will be expected to respect and uphold The Pleasure Project's core values and values regarding the pleasure mission (see section 3).
- 4.1.3 The Pleasure Fellows will endeavour, wherever possible, to draw upon literature, research and evidence to support their pleasure advocacy and do their utmost effort to deliver original work and avoid plagiarism
- 4.1.4 The fellows shall make every effort possible to introduce themselves as pleasure fellows at speaking and networking opportunities.

- 4.1.5 Upon completion of The Pleasure Fellow Training the Fellow's will be expected to submit a review of their experience of the Pleasure Fellow experience and how they will use this in their individual workplace/ specific background.

5. Post-training project

- 5.1.1 Once a proposal has been submitted for a project post-training and funding has been agreed and allocated The Pleasure Fellow must honour this agreement and payment unless otherwise agreed.
- 5.1.2 A record of where money has been spent must be kept so funding agreements are followed, and reimbursements can be made in good faith.
- 5.1.3 The Pleasure Fellow must commit to writing a short follow up (min 500 words) about their project (this is in addition to the short write up (4.1.4).

6. Intellectual Property Rights

- 6.1 The Pleasure Fellow's will be expected to use their training and the work of The Pleasure Project when attending conferences, events and overall pleasure disruption post training. The Pleasure Project shall provide a core deck to source material and a branded template to be used during such presentations.
- 6.2 Distribution of material, knowledge and The Pleasure Project training resources post training sessions will occur under a creative commons licensing agreement:
 - 6.2.1 The Pleasure Fellows will be allowed to copy and redistribute the material in any medium or format.
 - 6.2.2 They will be allowed to remix, transform and build upon the material for any purpose
 - 6.2.3 Points 5.1.1, 5.1.2, 5.1.3 will be conducted under the main core strapline of 'creating a billion more pleasurable, safe, experiences'.
 - 6.2.4 The Pleasure Fellows must endeavour, wherever possible, to make a conscious effort to align with The Pleasure Project's values with redistribution of this material and aim aiming to achieve the pleasure projects vision (see section 1; section 3);

7. Termination

- 7.1 The Pleasure Fellows must complete and attend all training sessions upon signing in agreement to the terms and conditions unless subject to adverse circumstances and discussed with The Pleasure Project.
- 7.2 Upon termination, The Pleasure Fellow will no longer be able to act under the guise of a Pleasure Project Pleasure Fellow with the support of The Pleasure Project and may not utilise any resources distributed throughout the Pleasure Fellowship Scheme.
- 7.3 The Pleasure Fellow shall return any training materials they have received.
- 7.4 The Pleasure Fellow may no longer receive funding for the post-training project; any money they may have received for future endeavours must be returned.