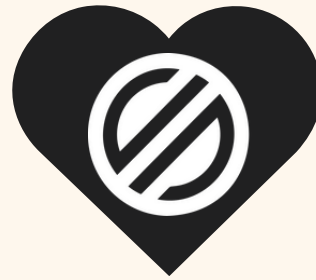


CHARTER PLEDGE



The Inclusive Sportswear Charter is the first and only inclusion-based kit standard. It is a collective commitment, unifying attitudes to sports kit policy & practice to deliver choice and enjoyment.

01

Enable Participation, Performance, Enjoyment & Belonging

We commit to supporting individuals to wear sports kit that enables belonging in sport, whether that is sports kit to promote participation, support enjoyment or raise performance.

02

Choice & Empowerment

We commit to empower individuals through meaningful choice in their sports kit, moving beyond traditional stereotypes to ensure genuine autonomy in clothing decisions.

03

Comfort & Practicality

We commit to prioritising comfort and practicality in our sports kit design and development, recognising these as fundamental to athletic participation, enjoyment, and performance.

04

Identity & Expression

We commit to celebrate and embrace the expression of identity within sport, ensuring our products serve as a medium for personal and cultural expression while fostering unity.

05

Collaboration

We commit to meaningful collaboration with our target groups, ensuring their voices actively shape our design processes and outcomes.

In signing this pledge, we commit to:

- Embed the Charter in our sports kit policies, practices and decisions
- Contribute to unifying attitudes to sports kit policy and practice to support choice and enjoyment
- Support the education and advocacy work of Inclusive Sportswear

Signed