



European LGBTIQ
Chamber of Commerce

European LGBTIQ Business Community Survey

Results & Key Findings

Q2 2024

Agenda

- ★ Target Group & Survey's Purpose
- ★ General Audience Overview
- ★ I. Findings – Advocacy Work
- ★ II. Findings – Networking Activities
- ★ III. Findings – Community Expectations

Target Group & Survey's Purpose

- ★ The survey was targeted at the **LGBTIQ owners and entrepreneurs** located in Europe.

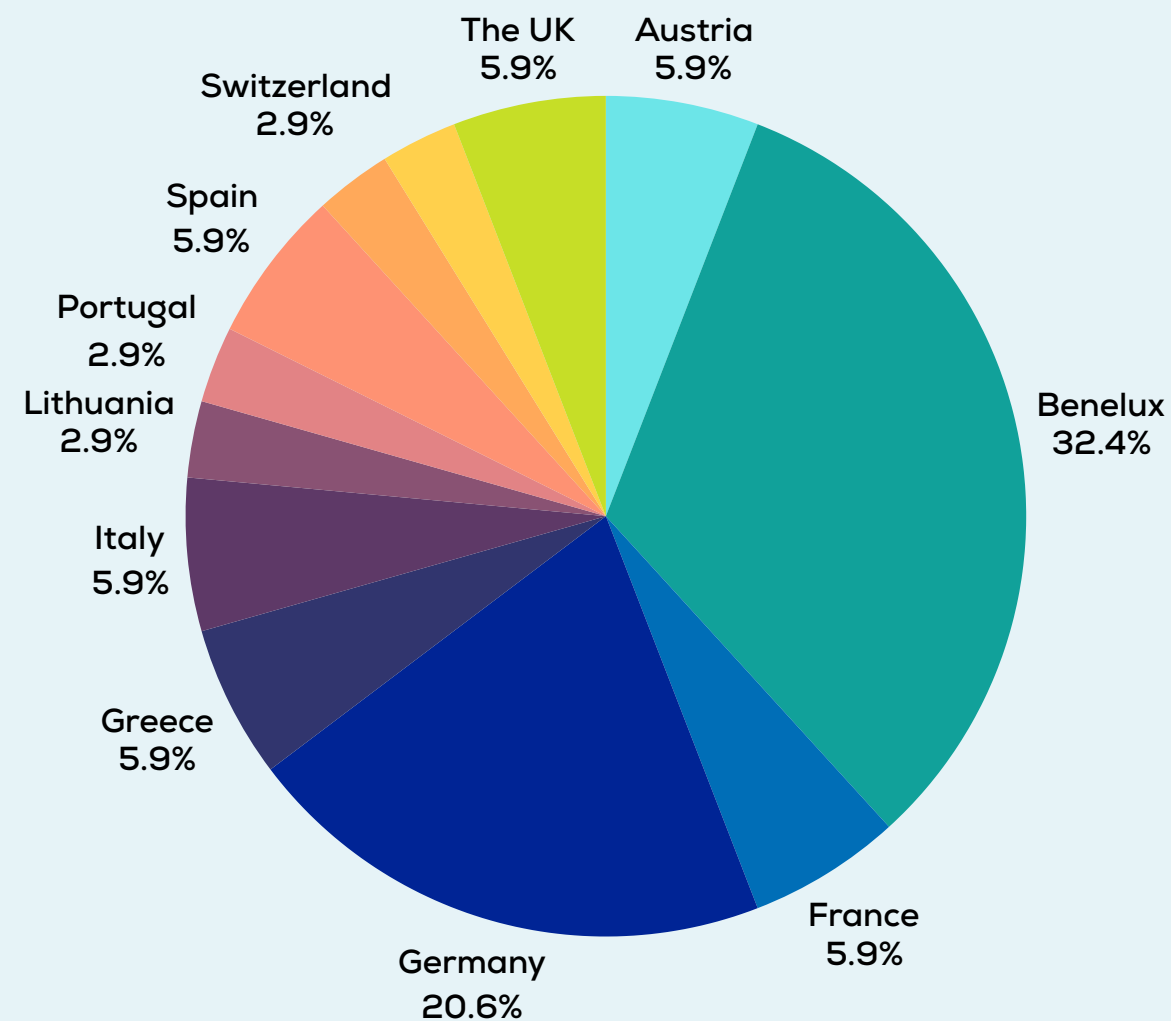
The purpose of the survey was:

- ★ **learning** about the expectations of the EGLCC for the registered businesses and the LGBTIQ business community in Europe;
- ★ **understanding** the changing business needs of the LGBTIQ business community in Europe while **adapting** to the changes in the European business landscape;
- ★ **adjusting** the current business strategy of the EGLCC to better cater to the needs of the LGBTIQ business community and the registered businesses with the EGLCC.

General Audience Overview

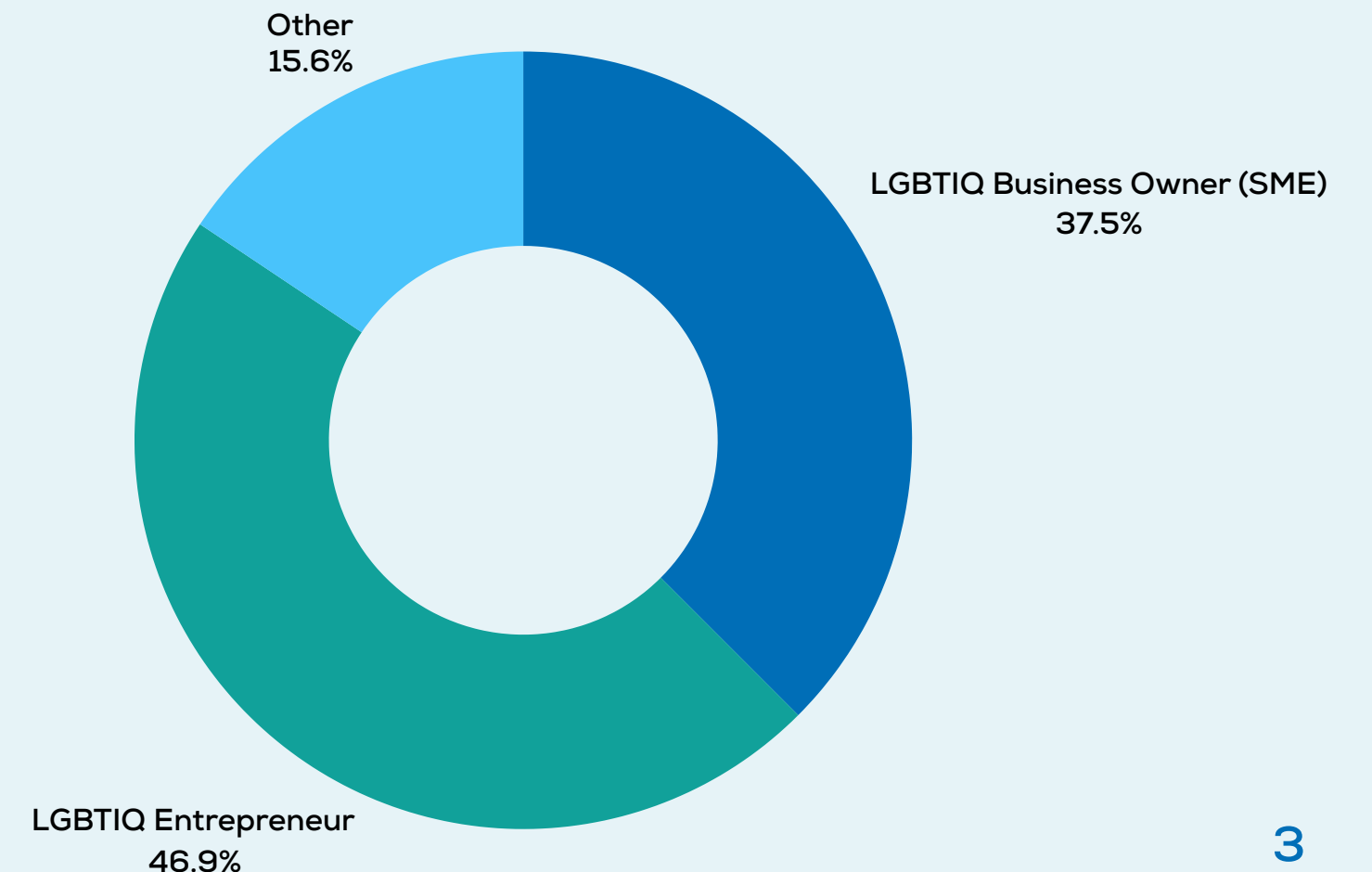
23 countries

respondents located in **Western Europe** dominated the survey responses



47%

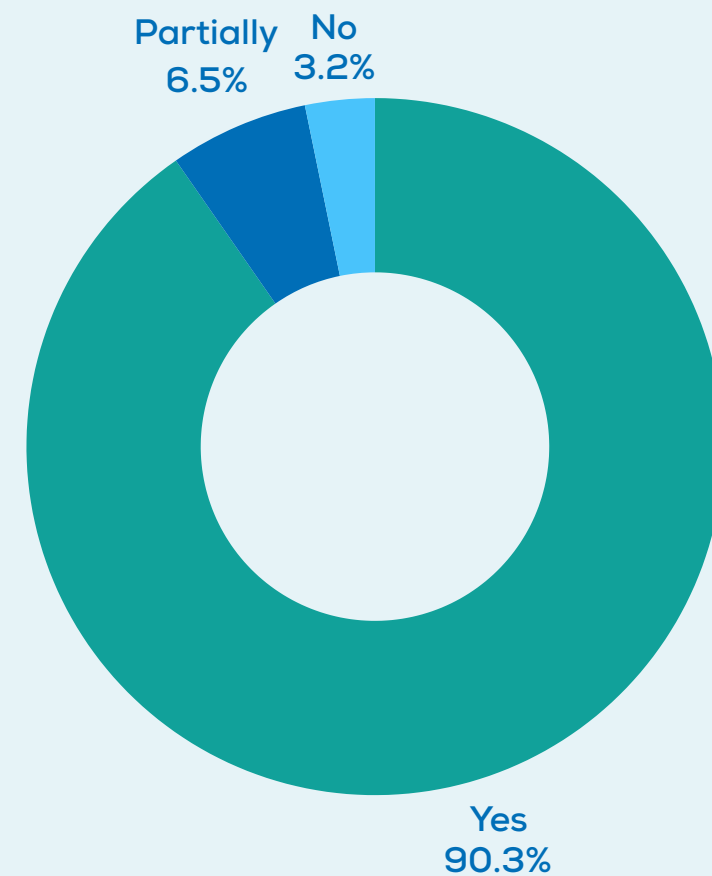
respondents identify as **LGBTIQ entrepreneurs** and 38% as **LGBTIQ SME business owners**



General Audience Overview

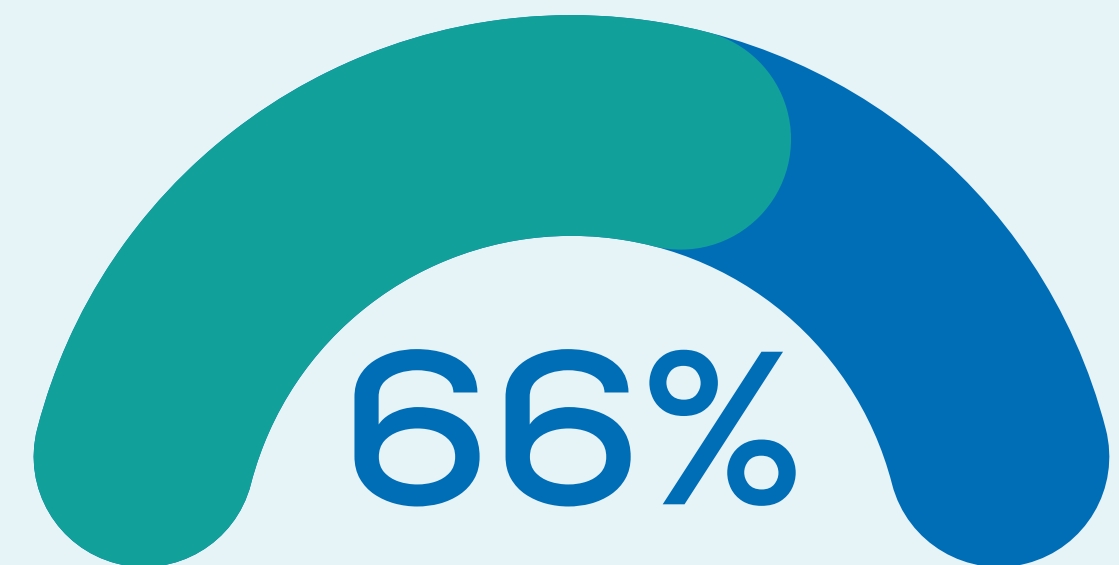
90%

respondents openly live their sexual orientation & gender identity in business settings






66%

of the respondents are registered with EGLCC



Findings

-  I. Findings – Advocacy Work
-  II. Findings – Networking Activities
-  III. Findings – Community Expectations

I. Findings - Advocacy Work



94%

finds important
EGLCC acts as an
**advocate for
LGBTIQ business
voices**



75%

finds very important
EGLCC's advocacy
work regarding
**Supplier Diversity &
Inclusion**



68%

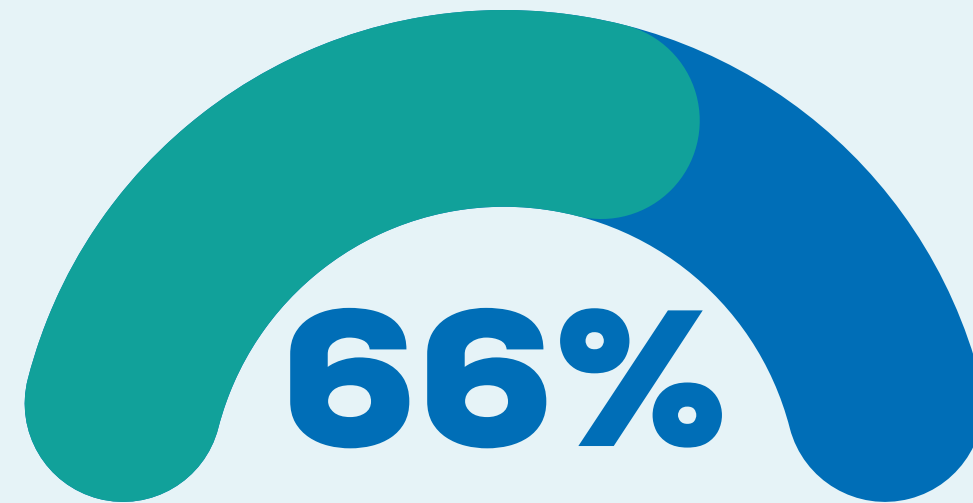
finds very important
to find **new business
opportunities**
through EGLCC

Key Takeaway & Strategic Implication

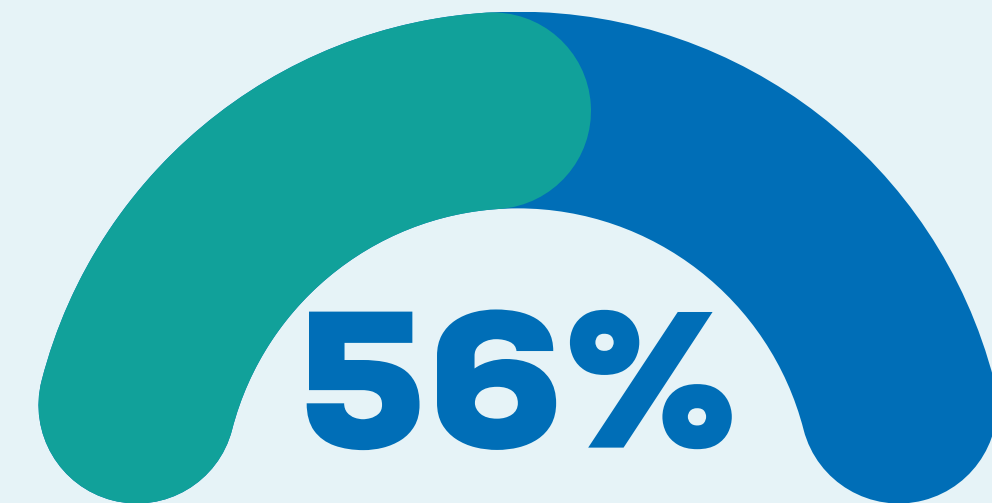
As our vision is the economic and social acceptance of LGBTIQ people as equals in the European business environment, the survey has:

- ★ **reaffirmed** the vital need for an advocacy body and strengthened our strategic purpose to be the primary advocate for the LGBTIQ business community at both European and local levels;
- ★ **provided** proof of our mission, reinforcing our commitment;
- ★ **underscored** the necessity of our offerings, prompting us to maximize our efforts and explore new ways to strengthen the existing advocacy activities.

II. Findings - Networking Activities

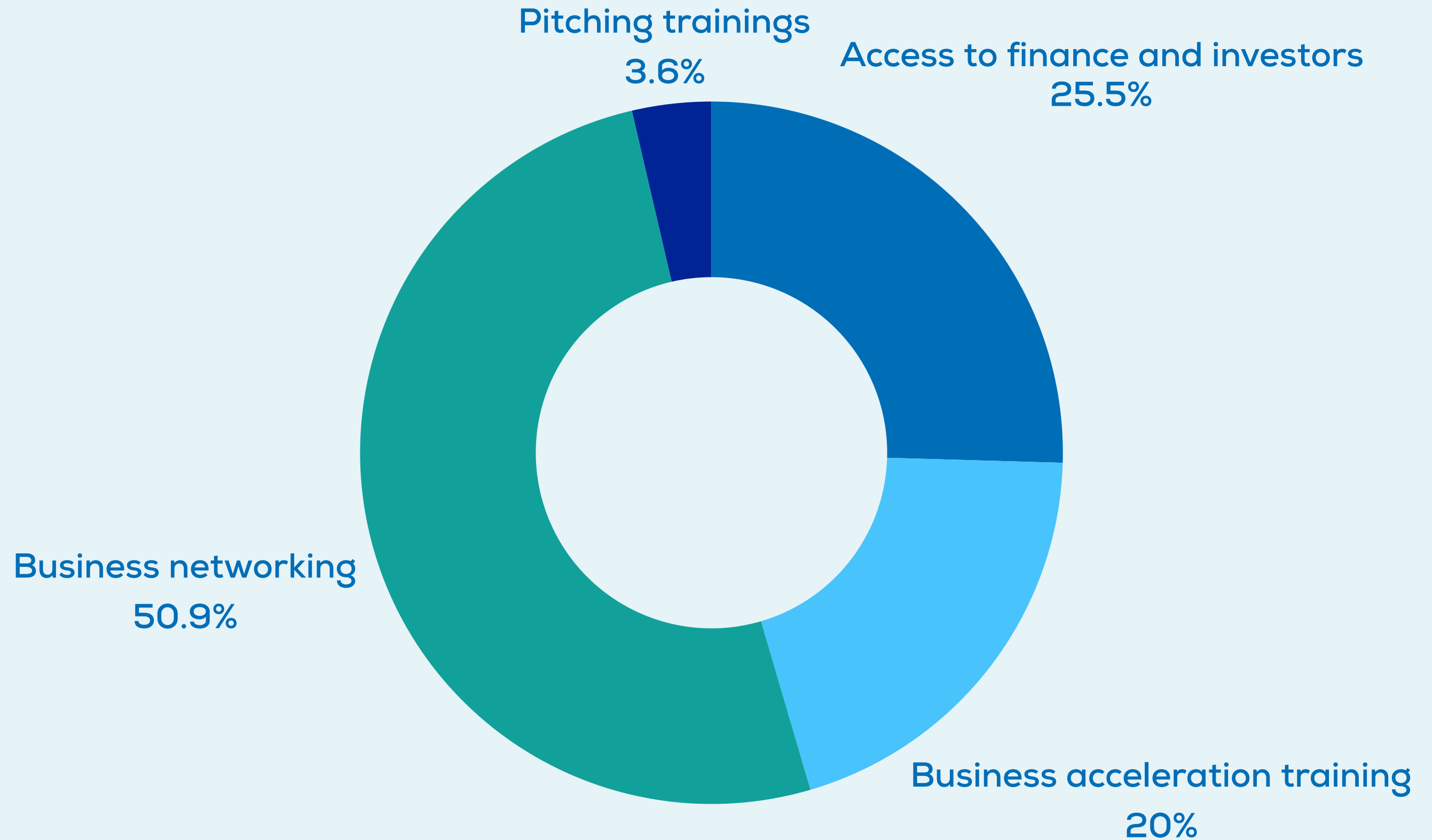


respondents seek
peer-to-peer
local & regional-level
business networking
activities



respondents seek
peer-to-peer
European-level
business networking
activities

II. Findings - Capacity-Building Resources



II. Findings - Capacity-Building Resources

- 1 Online networking activities
- 2 In person networking activities
- 3 B2B matchmaking sessions with Corporates
- 4 Speaking opportunities
- 5 LinkedIn promotional opportunities

Key Takeaway & Strategic Implication

The results of the survey have:

- ★ **confirmed** the importance of local and regional outreach;
- ★ **demonstrated** that the primary interest in registering is access to business networking;
- ★ **indicated** that moving forward, we shall reinforce the business networking activities to focus on local growth, thereby automatically enhancing growth at the European level;
- ★ **solidified** that local chambers are not only fulfilling their due diligence but also serve as the gateway and bridge for understanding the diverse cultural, political, and economic requirements across Europe.

III. Findings - Community Expectations



III. Findings - Community Expectations

12

respondents
interested in
the **EGLCC**
ambassadorship

- ★ *“**Reinforced advocacy** for LGBTIQ-owned businesses at local & European levels.”*
- ★ *“Improving **interaction** & networking opportunities.”*
- ★ *“Enhanced **visibility & awareness** campaigns.”*
- ★ *“A platform for **vulnerable members** to seek funds and support.”*
- ★ *“Facilitating **closer connections** among LGBTIQ businesses.”*

Key Takeaway & Strategic Implication

The results of the survey have:

- ★ **demonstrated** that community expectations align with the strategy and offerings of the EGLCC;
- ★ **uncovered** a significant number of respondents expressing interest in an ambassadorship program.



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Contact us



info@eglcc.eu



<https://eglcc.eu>



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