EMW Future
"The Business Power in Society"

Business Support

Traditional Boards of Trade
- Business advisory
- Growing know-how
- Legal & tax / finance support
- Coaching, mentoring, training
- Start-up support
- Lobby activities

EMW Business
- Business feasibility check
- Reality check
- Networking
- Financing support
- Procurement diversity
- Awareness Building

Business Idea
- Working out final product / service

Individual
- "Do it yourself or stop for help"

Market
"The Business Power in Society"

**LGBTI Market overview**
- LGBTI Chambers of Commerce
- EU Statistics & surveys
- Local LGBTI (Business) Organizations
- Traditional Boards of Trade

**Repository of LGBTI Business examples**
- Digital campaigns
- Social media campaigns
- Ad-hoc requests to affiliates & partners
- Other publicly available sources

**Connecting people**
- Yearly EMW Forums
- Regular events
- Ad-hoc networking sessions

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**Legend:** Core competence - Partnership
“The Business Power in Society”

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Connecting to Financing
- Investment Funds
- Financial Institutions
- Incubators
- Crowdfunding

Connecting to large corporates
- Frame agreements to large corporates
- Certification of small businesses

Promoting of LGBTI Businesses
- Included in all activities above
- Web / Social media / Press
“LGBTI Rights are Human Rights”

Existing Organizations & Groups
- **Official Institutions**: EU, EC, National Governments, Diplomacies
- **NGO umbrella organisations**: ILGA Europe, EGMA
- **Regional Organisations**: ERA
- **Professional Local LGBTI Business groups**: agpro, Network, L’Autre Cercle
- Business World
- Straight Allies

Existing Events
- **Celebrations**: IDAHOT Day, Prides
- **Diversity & Inclusion Forums**: eg. Workplace Pride 2016 International LGBTI Conference, LGBTI Business Forum in Prague
- **LGBTI Forums**

Catalyst Effect

“Do it yourself or use power of allies”

LGBTI Community
Individual & Groups
Giving Central & Eastern Europe an LGBTI voice in the world

Providing access to the unique EMW Network

Know-how and experience sharing to inspire and strengthen courage

Promoting LGBTI Awareness

The access to the unique EMW Network
- Formalizing the existing EMW Network through developing engaged membership scheme
- Extending the network continuously, internally on country level & externally into new geographical locations

Know-how and experience sharing
- General exchange of contacts
- Know-how sharing on various levels
- Yearly EMW Forums and Regular events
- Support & active presence on local Forums
- Regular on-site meetings with the EMW network

The access to Digital Space
- Network collaboration
- Community announcements
- Document library [projects and initiatives]
- Recordings of international LGBTI Forums, opt. Live broadcasting of events

“LGBTI Rights are Human Rights”
How Does it Fit Together?

"Recruiting from the community"
We foster the Jump to the next level

"Giving something back to the community"
Financial through Funding
Attitude change through Role models
The “Principles” how to move forward

**EMW Business**
- Appointing **Advisory Board**
- Establishing **strategic Partnerships**
- Gathering **Founding partners** and ensuring starting capital
- Creating segmented **Membership program**
- Formalizing the organization through **Management Structure** (eg. Board of Directors)
- Providing **services** to generate revenue

**EMW Social**
- Demonstrating our dedication through **voluntary based efforts** (own effort & money)
- Focusing on “**deeds**” and being as practical and content driven as possible
- Acting **professionally** within social environment
- Creating segmented and engaged **Membership program**
- Building **Financial Sustainability**
- Acting **political** without being politicians
The “Principles” how to move forward

<table>
<thead>
<tr>
<th>EMW Business</th>
<th>EMW Social</th>
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<tbody>
<tr>
<td>• Increasing <strong>exposure</strong></td>
<td>• <strong>Members</strong> of EMW Community</td>
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<tr>
<td>• Extending the <strong>team</strong> and leveraging the capacities between</td>
<td>• Event based <strong>Volunteers</strong></td>
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<td>the two associations</td>
<td>• <strong>Contractors</strong> from member countries</td>
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no words but deeds
New Association Established

East meets West Business
Founded 19.5.

East meets West Social
Advisory Board Appointed

Vera Budway-Strobach

Harald Schiffl

Irina Tot

Markus Knopp
Remember This Slide?

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Legend: Core competence • Partnership •
come out in business
ARE YOU LGBTI ENTERPRENEUR OR SMALL BUSINESS?

COMING OUT IN BUSINESS GIVES YOU THE ACCESS TO YET UNUSED BUSINESS OPPORTUNITIES

EXPLORE WHY
ARE YOU CORPORATE SEARCHING FOR DIVERSIFIED SUPPLIERS?

YOUR QUEST FOR HIGH QUALITY LGBTI SUPPLIERS HAS COME TO SUCCESSFUL END

FIND OUT MORE
The First Formalized Partnership
Closing Words