Inclusive representation

GEO’s LGBTQ+ Representation Analysis

Q&A

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Why should our organisation participate in this initiative?

By joining, you gain tailored insight into your organisation’s pay structures, benchmarked against peers and a national average.

Participation contributes to shaping future policy, increasing transparency, and strengthening an inclusive work culture. It also shows your employees and stakeholders that you are committed to fair and equal pay.

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How is privacy and data security guaranteed?

All data is processed anonymously and securely, following strict international standards. No IT changes are needed on your side, and Kantar handles all data collection and reporting independently of your internal systems. Privacy and data security are core commitments, with no personal or sensitive data shared with third parties.

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Is this only about LGBTQ+ employees, or does it also cover other groups?

While the main focus is on LGBTQ+ pay gaps, the analysis also covers other groups where disparities exist, such as gender, people with a migration background, and people with a disability. This gives a more complete view of pay equity in your organisation.

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What exactly will we receive after participating?

You will receive:

- A confidential, organisation-specific report showing where pay differences exist, broken down by groups and levels.
- A benchmark against peers and the national results (from June 2026).
- Practical recommendations to support HR strategy and internal communication.
- A strong, data-backed narrative for employees, stakeholders and customers.

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Does this require IT integration or extra workload from our HR team?

No. The survey runs independently from your internal systems. Kantar provides ready-made communication materials and manages data collection, analysis, and reporting. Your organisation’s role is only to share the invitation and encourage participation.

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What topics are included in the questionnaire?

The questionnaire covers:

- Employee details (role, department, job level, contract type, tenure, salary excluding bonus/car).
- Socio-demographics (gender, sexual orientation, age, nationality, ethnic group, religion, education).
- Work environment perceptions (equal treatment, company culture, discrimination experience).

It is designed to take about 7 minutes.

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How do we know the methodology is robust and unbiased?

The questionnaire is **standardised and validated**, built on best-practice DEI questions developed by Kantar. It is designed to provoke openness, make respondents feel seen, and ensure comparability across organisations, while safeguarding anonymity and GDPR compliance.

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What is the investment required?

The cost for participation is €8,750.

This covers intake, communication materials, data collection, analysis, company report, and inclusion in the national benchmark.

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What does the timeline look like?

- Intake: 4 weeks
- Preparation: 2–3 weeks
- Internal communication: 4 weeks
- Fieldwork timing in consultation
- Company report: delivered after fieldwork
- National benchmark: published on 2 June 2026 during GEO Foundation’s 5-year anniversary event.

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How does this link to upcoming legal requirements on pay transparency?

From 2026, organisations must report gender pay gaps. This initiative helps you go beyond the minimum requirement by also including LGBTQ+, ethnicity, and disability. Early participation demonstrates leadership and prepares you for the evolving regulatory and societal context.

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What if our results show a significant pay gap: won’t that damage our reputation?

On the contrary, acknowledging and addressing disparities shows responsibility and transparency. Employees and stakeholders value openness. The analysis equips you with the data and recommendations to take action, strengthening trust rather than undermining it.

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What if our organisation already has DEI policies and data? What added value does this bring?

Many organisations have policies in place, but often lack clear data on actual pay gaps, particularly for LGBTQ+ employees. This analysis provides the missing evidence, turning assumptions into concrete insights and benchmarks, enabling you to back up DEI policies with facts and demonstrate measurable impact.

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Questions?

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