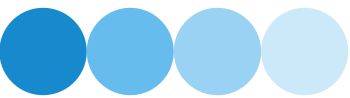




Family Business in the Age of Transparency



2023 Director's Meeting
Geneva, Switzerland
25th January



FBSD



Family Business for Sustainable Development



UNITED NATIONS
UNCTAD



Family Business for Sustainable Development

Defining Success Across Generations

We, the family business community, pledge to build a sustainable future across generations.

Family businesses form the backbone of the global economy and account for around two-thirds of enterprises, employ approximately 60% of the workforce and contribute over 70% of global GDP. Hence, business families have the potential to lead a more purpose-driven model of business for sustainable development.

With our inherent focus on long-term success and responsible ownership, we will apply our entrepreneurial know-how and resources to build a just and equitable world, where all people and our planet will flourish across generations.

The Sustainable Development Goals (SDGs) provide business families with opportunities to create a shared prosperity for all. We commit to taking action on the SDGs by advocating for and adhering to the following principles:

- **Sustainable Growth:** To promote and model business practices and investments that will ensure sustainable economic growth and deliver long-term value creation for all stakeholders and future generations.
- **Environmental Stewardship:** To have a positive long-term ecological impact by taking urgent action on climate change, advancing sustainable production and consumption, and the responsible use of natural resources.
- **Social Inclusion:** To promote inclusive practices in our communities and beyond, including gender equality, diversity and decent work, to ensure that both current and future generations attain dignity and fulfil their potential.
- **Good Governance:** To establish sound family and corporate governance structures that are transparent, inclusive and accountable to stakeholders; to ensure compliance with ethical and corruption-free business practices.

In partnership with United Nations Conference on Trade and Development (UNCTAD), we will track our progress and assess the impact of our pledge in a transparent manner, using a common set of performance indicators.

Together, we will define success across generations.

Handwritten signatures and names:
Caroline Gleditsch, Karoline Gleditsch, Selma Boer, Simon Toft, Will Brash, Kristian Widi, and many others.



Defining Success Across Generations

We, a global community of family businesses, commit to build a sustainable future across generations.

Family businesses contribute meaningfully to both economic growth and employment and have the potential to create a more purpose-driven model of business. With our inherent focus on long-term success and responsible ownership, we strive to apply our entrepreneurial know-how and resources to build a just and equitable world, where our planet will flourish across generations.

The Sustainable Development Goals (SDGs) provide family businesses with opportunities to create a shared prosperity for all. We commit to taking action on the SDGs by advocating for and upholding the following principles:

- **Sustainable Growth:** To promote and model business practices and investments that will enable sustainable economic growth and deliver long-term value creation for all present and future stakeholders
- **Environmental Stewardship:** To have a positive long-term impact by taking urgent action on climate change, enabling sustainable production and consumption, and advancing the responsible use of natural resources.
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- **Good Governance:** To establish sound family and corporate governance structures that are transparent, inclusive and accountable to stakeholders; to ensure compliance with ethical and corruption-free business practices.

In partnership with the UN, we will identify SDGs aligned to our business, track our progress and assess the impact of our pledge in a transparent manner using the relevant Sustainability Indicators for Family Business as jointly established by FBN and UNCTAD.

We invite you to act now and join us in creating a shared prosperity. Together we will build a sustainable future and define success across generations.



The Pledge

Create a **shared understanding** of sustainability at both the family and board level.

Includes a commitment to ***track, measure and report*** transparently.

Everyone is invited to **[sign the pledge!](#)**



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10 November 2020

350+ Pledge Signatories to date

Defining your focus areas



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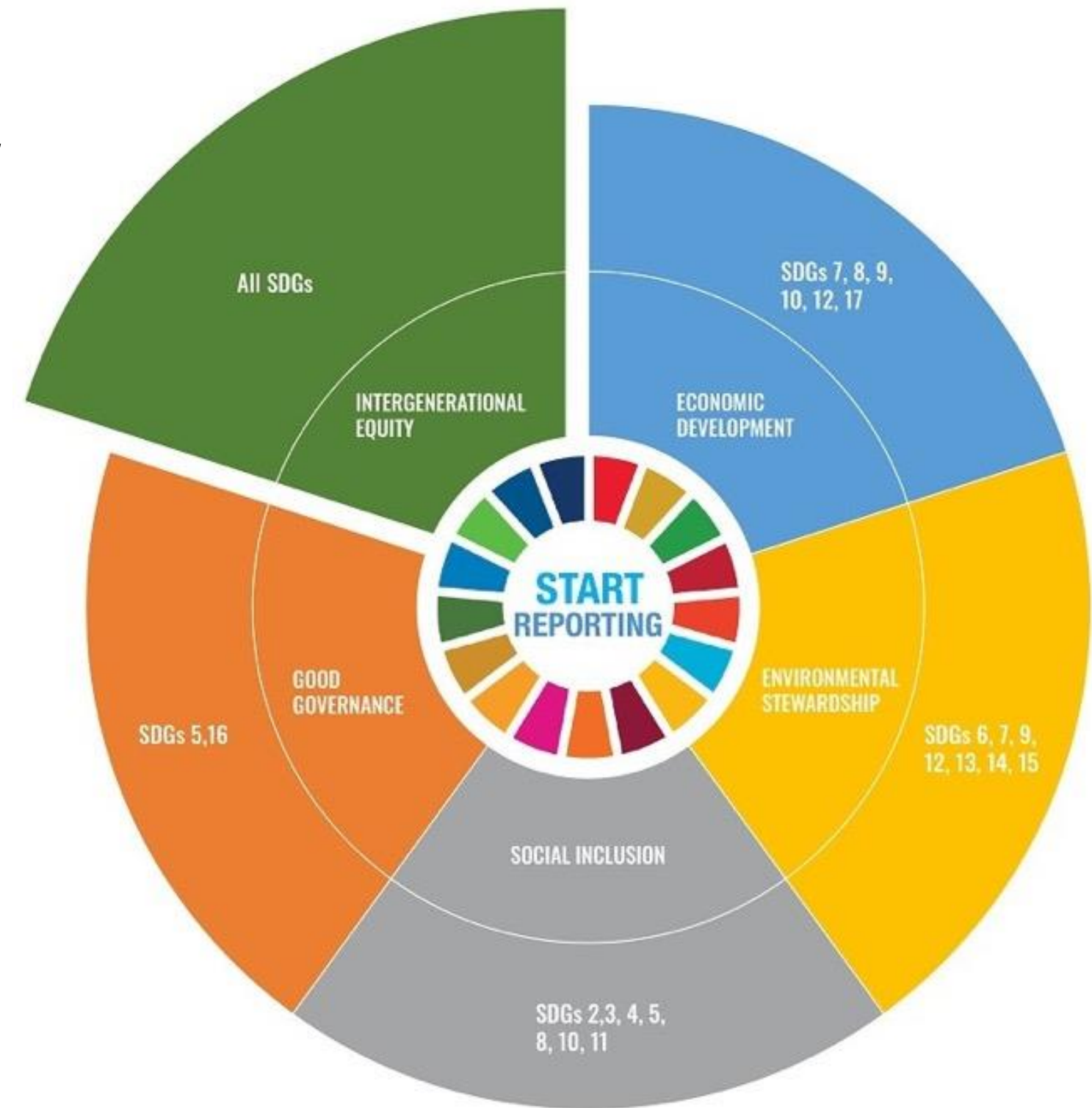
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- ***Sustainable Growth***
- ***Environmental Stewardship***
- ***Social Inclusion***
- ***Good Governance***

Sustainability Indicators for Family Business

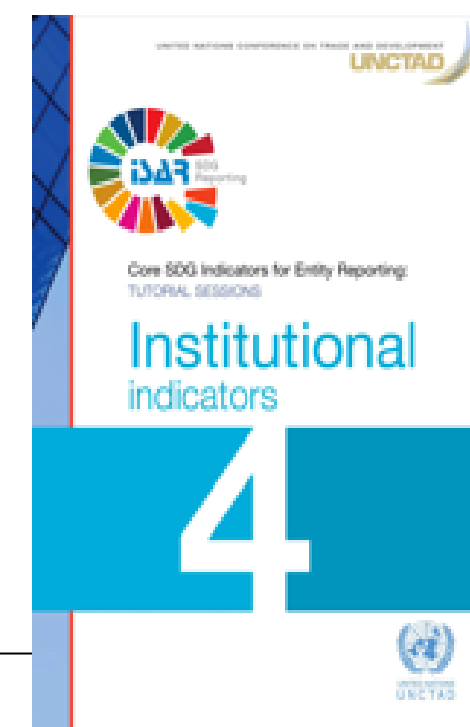
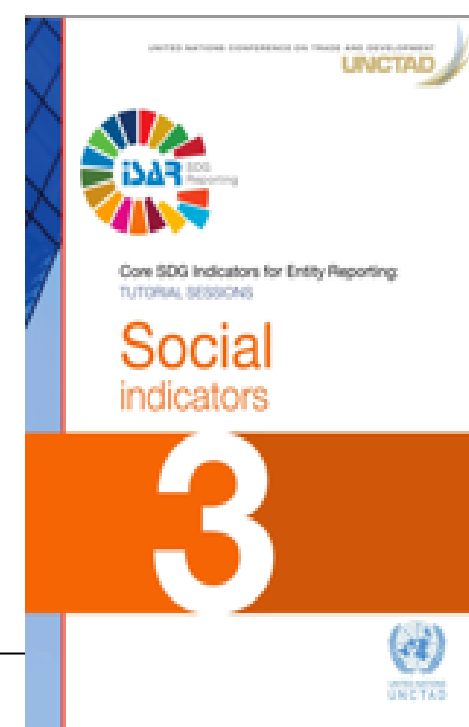
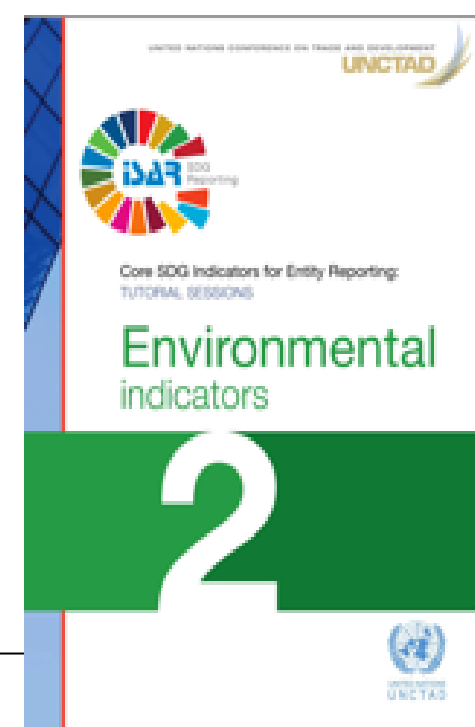
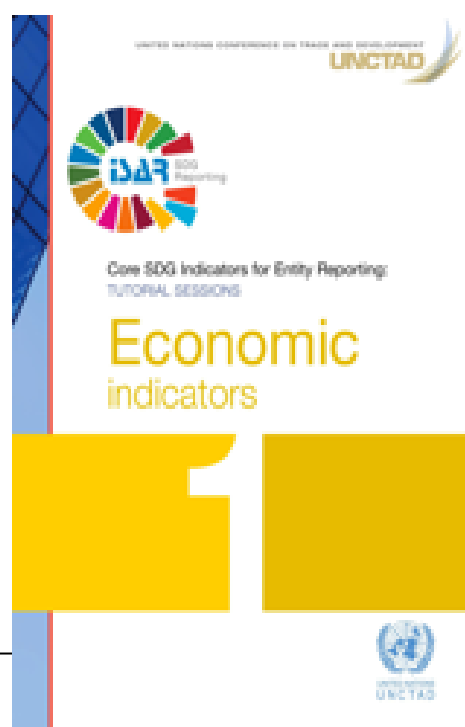
- *Measurable, comparable, transparent*
- First ESG Indicators designed specifically for Family Business
- Establishes a global ESG baseline that is applicable to every industry
- Serves as a benchmark for family businesses around the world



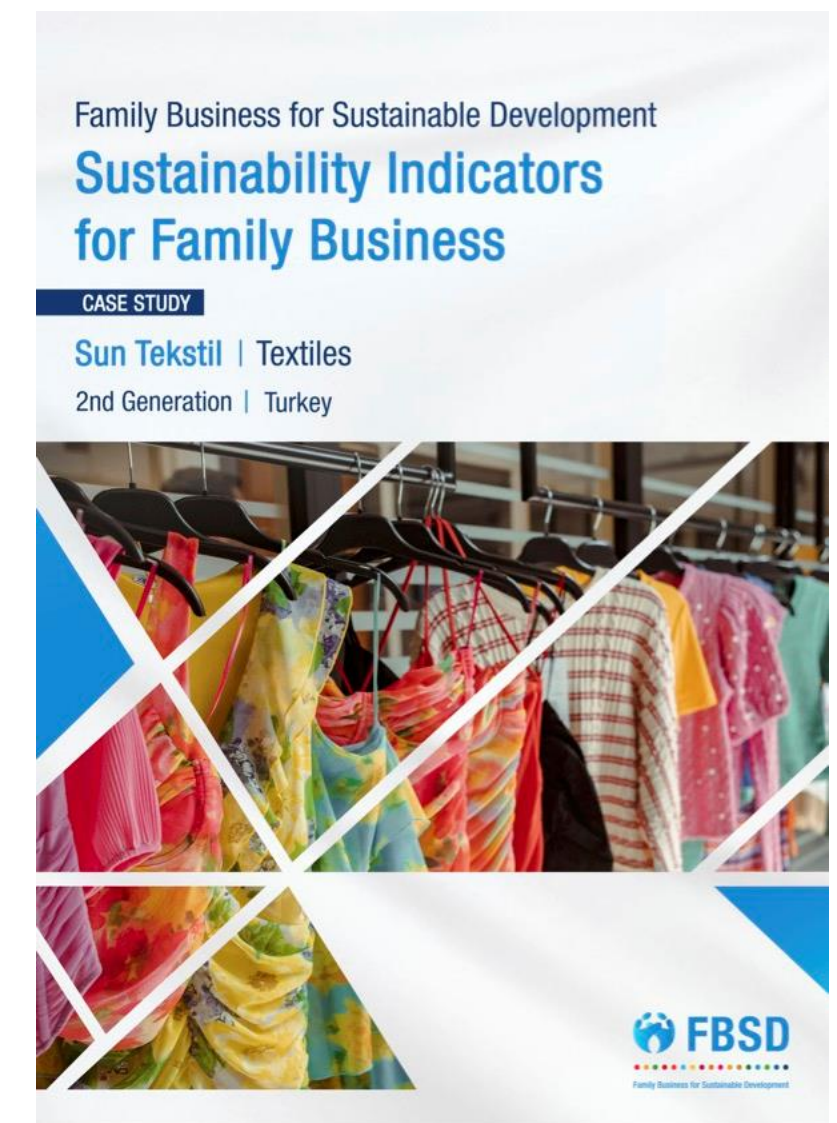
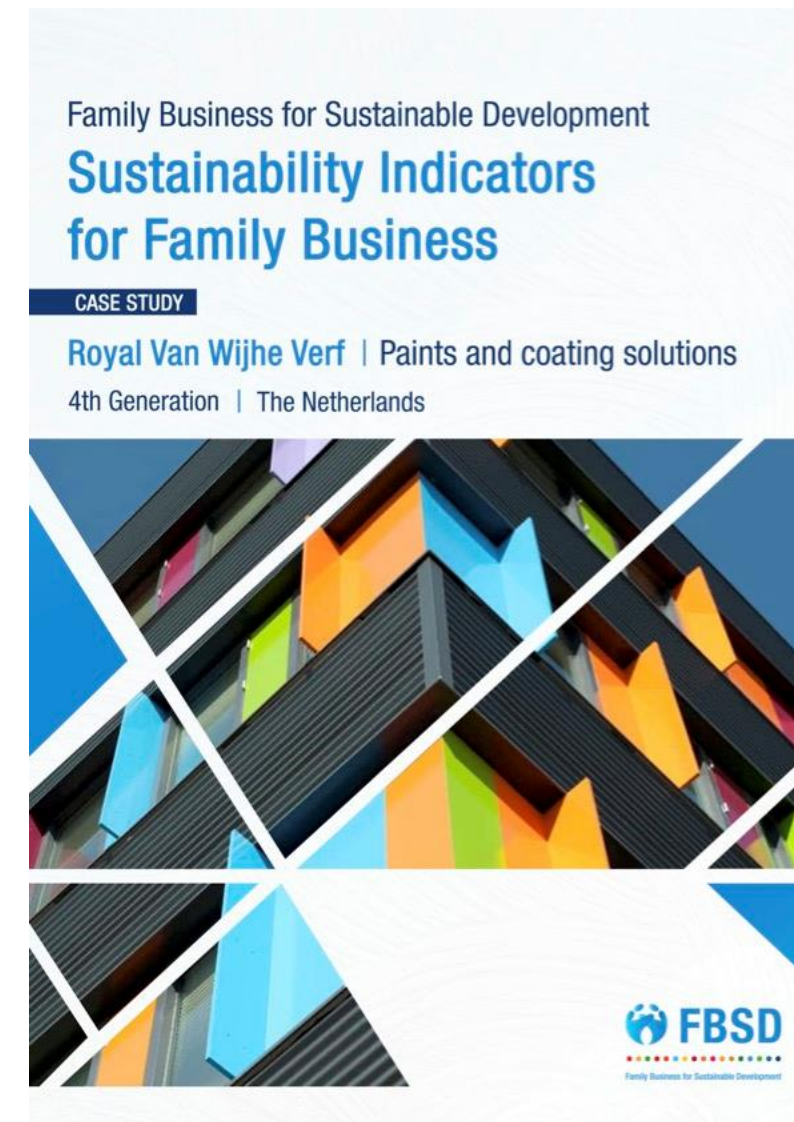
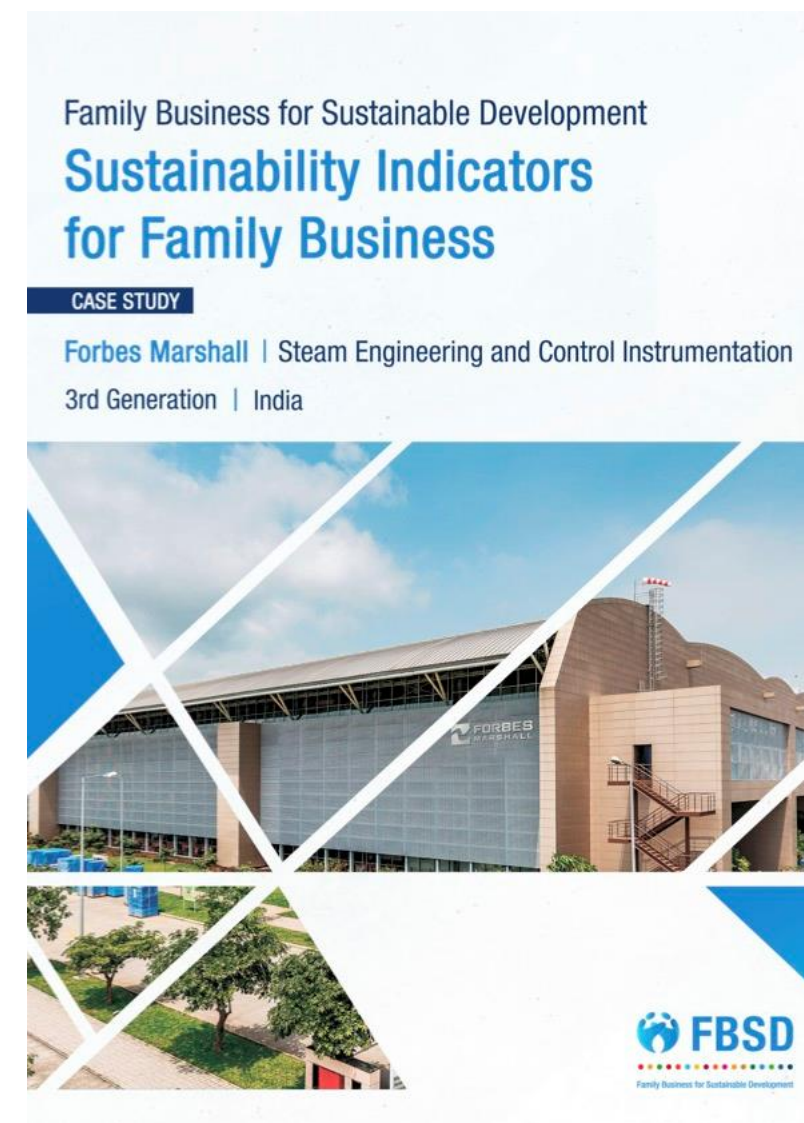
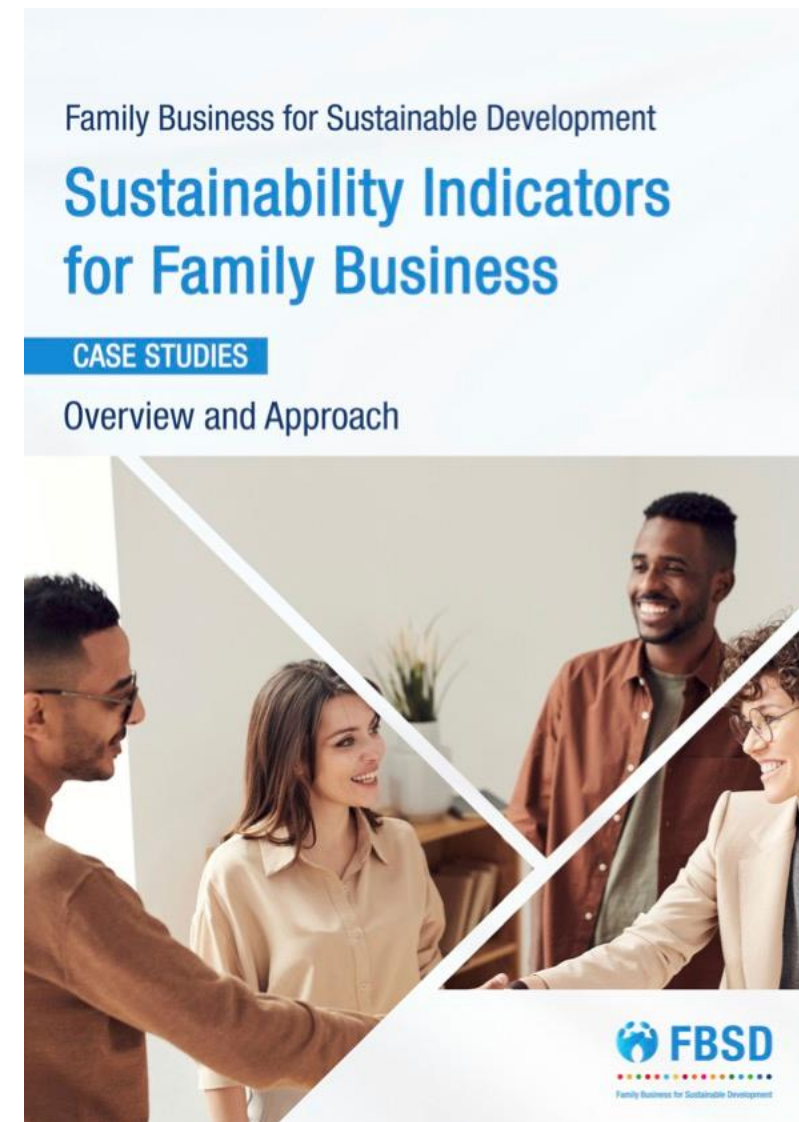
The Responsible Ownership Tool

SIFB Reporting Platform

- **Report on 43 indicators in 5 areas**
 - *Economic, Environment, Social, Institutional & Family Business*
- **Accessible, dynamic and free** to every Family Business
- **Information provided** by your family business **is not shared** with anyone except in the form of aggregated data
- Delivers first complete picture of the **impacts of family businesses** including the **contributions of the family**
- Helps **raise the awareness** of the importance and benefits of **family business models in society**



Tested by FBN members



Cases now available!

Creating a Shared Understanding

Family Conversations On Sustainability

Conducting effective, multi-generational
meetings on building a shared purpose



SEPTEMBER 2015

polaris

What does sustainability mean to:

- You
- Your family
- Your Family Business

Activating FBSD at the Chapter Level

Examples of three different approaches:

1. Structured member/chapter driven initiative: Family Enterprise Canada
2. Formal integration into chapter governance: AIDAF
3. Delivering content and facilitating collaborations: FBN Brazil

Breakout Groups

1. What are the big challenges and/or opportunities for implementing FBSD in your chapter?
2. What support, tools or resources do you need from us to help make it happen (e.g. training, presentations, etc.)?

Join us today!



Family Business for Sustainable Development

Mobilizing Family Business Contribution to the SDGs

