



Family Business for Sustainable Development

FBSD Launch Event - Speaker Briefs

Speaker name: Alfonso Libano

Program slot: Opening remarks

Objectives

- Introduce the partnership alongside James
- Make the case for “Why Family Business?” – business case
- Introduce FBN
- Establish the case for increased transparency in family business

Script/Talking Points

Thank you James and thank you all for joining us today.

I’m excited to share some thoughts on why I believe Family Businesses are uniquely positioned to lead change and contribute to the Sustainable Development Goals.

First and foremost, I know both from personal experience and via my colleagues at the Family Business Network that the sustainability agenda is deeply aligned with the values of family business. Both as owners and operators, we focus on long-term value creation because our businesses also represent our legacies. Or as we like to say at FBN ‘we think in generations not quarters.’

Just as importantly, we represent a scale that cannot be matched by any other collection of firms. Two-thirds of businesses worldwide are family-owned or managed, employing 60-70% of the workforce, and generating 70-90% of global GDP. Of course, these staggering statistics also mean that family businesses have an even greater responsibility to do business the right way. Through our efforts in quality job creation, fair contracts and ethical investments, family businesses have continually earned the social license to operate and made a profound and positive influence on society across generations.

Yet we know more can be done, and will be done.

That is why the Family Business Network first embarked on our sustainability journey over 10 years ago with the creation of our Pledge for A Sustainable Future and Polaris, our sustainability initiative.

Since then we have worked to empower our vibrant community of enterprising business owners, which brings together over 4,000 business families from across 65 countries. Collectively we have shared best practices and strived to better understand the positive impacts we can achieve when we work together towards a common goal. Our current focus is on expanding our capabilities on sustainability reporting and encouraging higher levels of transparency for all family businesses, no matter where they are on their sustainability journey.



Family Business for Sustainable Development

But, as with any good group of entrepreneurs, we are looking to continuously improve our efforts and take them to the next level. Which is why we set out to find the best partner to help us do this and were fortunate to find the perfect fit in UNCTAD.

James and I will share the more details of our partnership a bit later in the program, so for now I thank you all again for joining us and I look forward to hearing from our distinguished group of speakers.



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Speaker name: Alfonso Libano

Program slot: Call to Action

Objectives

- Inspire people to take their sustainability efforts to the next level
- Encourage everyone attending to sign the pledge and embrace transparency

Talking Points

Thank you, James, Sumitra and Gunseli.

So dear friends, now that you know more about our partnership and why it is critical for every family business to get involved, I'm asking every one of you to take action today.

The time has come for family business to step up and accelerate the work we all do to drive positive change in both our businesses and our communities.

As family business owners and operators, we can no longer afford to quietly and humbly go about our business and hope that our actions will speak for themselves.

We must proudly communicate our achievements, while also being honest about our challenges.

We need to transparently measure and report on our impacts, so we have the data required to build better businesses and better quantify the contributions we are making to society.

Most importantly, we must show family businesses are leading the way through our firm commitment to sustainability in every aspect of our businesses.

So, first and foremost, I am asking everyone here to sign the pledge today, if you haven't already.

And once you have signed, ask your families, your friends and anyone connected to family business to do the same. Because we need everyone involved in the family business community to stand up and be counted.

But the pledge is only the first step. As we have heard from all of the speakers today, transparency is something every family business must embrace going forward.

Measuring what matters and reporting on impacts will be central to the future growth and sustainability of every family business.

We believe the Sustainability Indicators for Family Business being developed through this partnership will be a great tool for every family business, so we hope you will consider using them as a part of how you report going forward.



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So dear friends let's go for it. Let's show the world what we are all about, that we are here for the long term, and that we are committed to delivering business solutions to some of the world's most pressing challenges.

Let's make it happen starting right now.

Thank you.