

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.
- **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 (UNCTAD), we will track our progress and assess the impact of our pledge in a transparent manner, using a common set of performance indicators.

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.