



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.



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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.