



NxG Polaris Leadership Training with Al Gore

6-8 July, Geneva



Acknowledgements

We would like to thank the following for their invaluable contributions to this signature event:

Mr. Thierry Lombard, former Chairman of FBN International, and his family, for generously initiating, supporting and organizing the NxG Polaris Leadership Training with Al Gore, David Blood, Bruno Giussani and Marcello Palazzi in Geneva as well as providing and hosting the event at the Lombard family property.

Guest Speakers Al Gore, David Blood, Bruno Giussani, Marcello Palazzi.

Singbee Group for hosting the community dining experience designed by Cuisine Lab.

The talented chefs of Cuisine Lab – for engaging us with imagination and integrity, transforming the social act of cooking and eating to serve up lessons on flourishing and community.

The Impact Hub, for use of their space – where innovators come together to prototype new models for a society that works for all – connecting sectors, industries and cultural backgrounds.

The generous support of the Family Business International Foundation. FBIF supports research on factors that underpin the sustainability of Family Businesses.



The PTAG Committee

The **Polaris Training by Al Gore (PTAG) programme** has been put together by a group of passionate change agents from the FBN community:

Albert Jan Thomassen
Alexis Lombard
Arjun Chowgule
Caroline Seow
Christine Gaucher
Desiree van der Kaaij
Elizabeth Bagger
Jonny Wates
Rebecca Pozzi Taubert
Risto Väyrynen
Robin Pho
Simon Torres
Winson Yeung

**FAMILY
BUSINESS
INTERNATIONAL
FOUNDATION**

A Sustainable Future

Without a sustainable approach our future is at risk. Not just the future of our businesses but, we also risk the lives and livelihoods of generations yet to come. This is why we, The International Board of the Family Business Network, are reaffirming our promise to promote a business model that will sustain not only our own generation, but all those that follow us.

The benefits of a sustainable approach are apparent to us all: the responsible use of capital is a powerful force for good and with corporate stewardship comes corporate advantage. Businesses that achieve great things deliver greater financial results, but these issues we face are more pressing than immediate financial return.

To provide future generations with more than we have received ourselves is a deep-seated human ambition. It is found in all walks of life, but it is in family owned businesses that inter-generational thinking is intrinsic. We believe that our inherent understanding and appreciation of legacy brings an obligation to support and promote a sustainable future in all that we do. As custodians of tomorrow, we believe that it is our duty to act now by making these pledges:

For our People:

We pledge to do all that we can to create and nurture workplaces and working cultures where our people flourish.

For our Communities:

We pledge to be responsible global citizens making positive contributions to the communities that we work and live in.

For the Environment:

We pledge to constantly search for ways to reduce the ecological impact that we create and safeguard the environment that we all share.

For Future Generations:

We pledge to share our values and long-term aspirations with future generations.

We know that these are bold promises and we do not make them lightly. But in order to protect all that we have done and create a sustainable future, where our work lives on, they are vital. We call on all family owned businesses, worldwide, to take responsibility for the future of our children and our children's children.

Please join us in our pledge.



Thierry Lombard



Arun Bharat Ram



Karl-Erivan Haub



Thilo Wersborg



Frederick Chavalit Tsao



Maurizio Sella



Alfonso Libano Daurella



Peter Therman



Sophie Lammerant Velge



Samuel Maldonado Degwitz



Serife Inci Eren



Priscilla de Moustier

Be the change you want to see in this world.

– *Mahatma Ghandi*

Congratulations on your selection! We welcome you to this unique training opportunity conducted by Al Gore, a cadre of experts and peers. Over the next three days, you'll acquire new knowledge, skills and tools to be effective change agents within your family and across the wider community. The sessions will emphasize the unique role of Next Gen in leading a movement of businesses for a more 'pro-social', 'pro-environmental' and 'pro-future generations' world.

**Polaris – Family Businesses
as a Force for Good**

Programme

Time	Activity	Speaker / Facilitator
Thursday 6 July		
8:00 am	Meet at Hotel Lobby	
9:00 am	Check-in	Desiree & Arjun
9:30 am	Family Businesses as a Force for Good	Caroline & Risto
11:00 am	Break	
11:15 am	The B Corp Movement – Why Doing Good is Good for Business	Marcello Palazzi
12:30 pm	Lunch	
1:30 pm	Setting the Stage	Simon & Jonny
1:45 pm	Polaris Peer Groups 3a – Holding the Mirror	PPG Facilitators
3:15 pm	‘One Incredible thing I learnt’	PPG
3:30 pm	Break	
4:00 pm	An Inconvenient Sequel: Truth to Power Part 1	Al Gore
6:00 pm	Close	Desiree & Arjun
7:30 pm	Dinner	
Friday 7 July		
7:30 am	Meet at Hotel Lobby	
8:30 am	Welcome Coffee with Al	
8:50 am	Check-in	Desiree & Arjun
9:00 am	An Inconvenient Sequel: Truth to Power Part 2	Al Gore
10:30 am	Break	
11:00 am	An Inconvenient Sequel: Truth to Power Part 3	Al Gore
12:00 pm	Sustainable Investing	David Blood
1:00 pm	Lunch	
2:00 pm	An Inconvenient Sequel: Truth to Power Part 4	Al Gore
3:30 pm	Break	
3:45 pm	How to TED – ‘Polaris - Ideas worth spreading’	Bruno Giussani
6:00 pm	Close	Desiree & Arjun
7:30 pm	Dinner	
Saturday 8 July		
8:00 am	Meet at Hotel Lobby	
8:30 am	Polaris Peer Groups 3b – Connecting the Dots	PPG facilitators
10:00 am	Be the Change	PPG
10:45 am	Building Flourishing Communities through Food	Cuisine Lab
1:00 pm	Lunch	
2:00 pm	End	Desiree & Arjun
Optional:		
4:00 pm onwards	The Swiss NxG are organising an informal evening of food and fun. Please join us.	

Logistics

Transportation to the training venue will be provided. Please assemble in the hotel lobby by the requisite time each day as we will leave promptly for the day’s sessions.



Al Gore

served as the 45th Vice President of the United States from 1993 to 2001. A prominent author and environmental activist, his work on climate change activism culminated in the Academy award-winning documentary *"An Inconvenient Truth"* in 2007. That same year, he was a runner-up for TIME magazine's Person of the Year, and (jointly with the IPCC) won the Nobel Peace prize.



David Blood

is senior partner of Generation Investment Management, a UK-based asset management firm with US\$12 billion under

investment. Generation's vision is to embed sustainability into the mainstream capital markets, using a global research platform to integrate sustainability research into fundamental financial analysis.



Bruno Giussani

is a writer, entrepreneur and curator of ideas. The European director of TED and host of the TEDGlobal conference, he advises public and private organizations and

think-tanks, and is a recognized specialist of global affairs and the social and economic impacts of technological innovation.



Marcello Palazzi

is Co-Founder and President of Progressio Foundation. A NxG family business leader at the age of 23, he is a serial entrepreneur and has worked across finance, civil

society, philanthropy and government; leading or co-leading over 300 projects in 30 countries across the world. He is also co-founder B Lab Europe and Global Ambassador for the B Corp movement.



Caroline Seow

spearheads the Polaris initiative with a group of FBN members, all passionate change agents for business as a force for good. Former Head of Marketing, Apple

Asia Pacific, she contributes to the Sustainability Leadership programme in Cambridge, serves on the Steering Committee of the NUS Social Venture Challenge, and is an ambassador, Cambridge Institute of Sustainability Leadership.



Risto Väyrynen

is a fourth-generation entrepreneur and chief steward of a sustainable artisanal bakery founded on the legacy of his great-grandfather in Finland, as well

as a med-tech start-up which he co-founded more recently in Switzerland. In between he's gained deep experience in the fund management and food production arenas, holding C-suite and board level positions across a 15-year career.

Facilitators



Albert Jan Thomassen
FBN Netherlands



Alexis Lombard
Landolt & Cie SA,
Switzerland



Arjun Chowgule
Chowgule, India



Desiree van der Kaaij
Redstar, The Netherlands



Elizabeth Bagger
IFB, UK



Jonny Wates
Wates Group, UK



Robin Pho
Right People Group of
Companies, Singapore



Simon Torres
Grupo Contempo,
Colombia



Winson Yeung
Singbee Group, China

The Polaris Impact Assessment

Polaris is the framework enabling members to deliver on **The FBN Pledge for a Sustainable Future**. It is a movement of members championing business as a force for good and a platform for learning, innovation and co-creation.

To enable family businesses to accelerate their sustainability journey, FBN has in partnership with B Lab, designed the Polaris Impact Assessment (PIA). Tailored to the specific needs of family businesses, the PIA is a customized version of B Lab's B Impact Assessment (BIA) – a confidential, self-assessment tool that has been used by over 40,000 companies across 42 countries to benchmark and improve performance in the areas of Governance, Workers, Community, Environment and Long-Term Impact.

Polaris Peer Groups

Polaris Peer Groups (PPG) are a unique opportunity for FBN members to work together to solve the wide range of sustainability challenges faced by businesses. A supportive and enabling help group, PPGs are designed to ensure a fluid exchange of ideas and to create opportunities for participants to share insights, improvements and challenges within the sanctity of the group. The ultimate goal is to move the FBN **Pledge for a Sustainable Future** beyond words on a page to real, quantifiable impacts.

The PPGs will continue to meet after PTAG as participants do a 'deep dive' – identifying challenges and increasing impacts. At the end of the PPG journey, all participants will have increased their sustainability know-how and their business will have made tangible and measurable progress. Participants will then have the opportunity to catalyse new PPGs, forging a movement of family businesses as a force for good!

Participant List

Name	Family Business	Generation	Country
Caroline Thijssen	Etex Group	6th	Belgium
Charlotte Delfosse	Bel&Bo	3rd	Belgium
Louis Vandecasteele	Vandecasteele Houtimport	5th	Belgium
Natasha Lippens	Finasucre	3rd	Belgium
Helena Brennand	Grupo Cornelio Brennand	4th	Brazil
Milena Zaharieva - Silagi	FairPlay International JSC	2nd	Bulgaria
Natalie Hong	Hua Ren resources recycling co. Ltd	2nd	China
Alfonso Ghisays	SuperBrix S.A.	3rd	Colombia
Daniela Cepeda Tarud	Cepeda & Cia	3rd	Colombia
Felipe Macia	Crepes & Waffles	2nd	Colombia
Andrea Pinto	Pinto Holding S.A.	2nd	Ecuador
Fernanda Dassum	Fibratex	2nd	Ecuador
Juan Esteban De Guzman	Ferro Torre SA	3rd	Ecuador
Annica Ahlström	Antti Ahlström Perilliset Oy	6th	Finland
Jaakko Wäänänen	Fregatti Oy	2nd	Finland
Janina Luoto	BPS Consulting Group	2nd	Finland
Jenni Raitavuo	Ensto Invest	3rd	Finland
Lauri Voipio	Vaisala Oyj / Novameter Oy	4th	Finland
Marianne Kuusakoski	Kuusakoski Group Oy	4th	Finland
Paulina Rinta-Jouppi	Rinta-Joupin Autoliike	4th	Finland
Ria Karppinen	Berling Capital	2nd	Finland
Sylvain Prevot	DAHER	5th	France
Alexander Kulitz	ESTA Apparatebau	3rd	Germany
Jan Taenzler	William Prym GmbH & Co. KG	9th +	Germany
Julia Prettl	Prettl Group	3rd	Germany
Rafael Kisslinger da Silva	Grupo Condor	3rd	Germany
Bence Boross	Oázis Kertészeti	2nd	Hungary
Brigitta Deak	Biofilter Co.	2nd	Hungary
Katalin Magyar	Trans Lex Work Ltd.	2nd	Hungary
Devesh Khaitan	Wires & Fabriks (S.A.)	3rd	India
Kanishka Arumugam	EKKI - Pumps & Systems	2nd	India
Prithvi Teja NAMA	Madhucon Group	2nd	India
Antonio Rummo	Pasta Rummo	6th	Italy
Vincent Chian	Fairview International School	2nd	Malaysia
Caroline Lubbers	Hotel Theater Figi	3rd	Netherlands
Cyriel Hakkers	Hakkers	5th	Netherlands
Karianne Klaveness Holmen	Klaveness Marine	3rd	Norway
Luke Lim	Philip Securities	2nd	Singapore
Sumitra Aswani	Tolaram Group	4th	Singapore
Xander Ong	ECON Healthcare Group	2nd	Singapore
Clara Villoslada	HEVIMAR	2nd	Spain
Caroline Walerud	Walerud Ventures	2nd	Sweden
Erik Blomberg	Eleiko Group AB	2nd	Sweden
Arnaud Béglé	Symbioswiss	2nd	Switzerland
Ayse Unluturk	Sun Tekstil	2nd	Turkey
Eisa Bin Ahmad Alserkal	Alserkal Group	4th	United Arab Emirates
Charlie Field	CPJ Field & Co Ltd	9th +	United Kingdom
Jack Oughtred	William Jacksons Food Group	6th	United Kingdom
Rachel Graville	William King Ltd	4th	United Kingdom
Anna-Sophia Haub	Unternehmensgruppe Tengelmann	6th	United States

Your PPG Improvement Tracker

Participants will be asked to identify up to three improvements you would like to focus on during this PTAG Peer Group. Include a goal that you can make good progress on during the time of the PPG (4 weeks to 6 months).

Sample: Grupo Contempo Community 1: Job Creation, available points 4.3

Question CM2.5a *What % of full-time and part-time workers have left the company (including voluntary and involuntary separation, excluding workers dismissed with cause) during the last 12 months?*

Answers

- >10%
- 5-10%
- 2.5-4.9%
- 0-2.4%

Current Answer >10%

Who is leading / involved Helen Arteaga – HHRR

Goals / Details

It is very important to our company that the best talent is recruited and retained, so our goal for 2016 is 5-10% and for 2017 it is 2.5-4.9%.

This is a critical question for us because it gives us key insights into:

- How engaged and motivated employees are in their jobs,
- How competitive their salaries are in comparison in the market
- Whether they have a formal development plan for their career
- If they are feeling useful and an important part of the company's mission and purpose.

Updates / Challenges in last 6 weeks

Updates: We have been actively working with HHRR on assessing our workforce and shifting the culture to be more results-oriented. This way we can start monitoring our yearly attrition rate.

Challenges: We just hired a new HHRR, which has caused some loss of continuity on this issue.

Deadline By the end of 2016

Suggested Videos & Readings

On the UN Sustainable Development Goals

- 'We the People' for the Global Goals - 2015

On AI Gore & Climate Change

- The Case for Optimism on Climate Change, TED Talk - 2016
- AI Gore: An Inconvenient Sequel Trailer 2017

On Rethinking the Economic System

- Living within the Doughnut - Oxfam 2012
- Better Business, Better World - BSDC 2017
- Project Breakthrough, UN Global Compact and Volans, 2017

On Business as a Force for Good

- We have a Dream - The B Corp Movement
- It Pays to be a B Corp - HBR 2016
- Polaris Publications 2015 – 2016

On the Business Case for Sustainability

- John Elkington - Saving the Planet is a \$12 trillion Opportunity, HBR 2017
- The Comprehensive Business Case for Sustainability, HBR 2016

Food for Thought, Food in Action designed by Cuisine Lab

Cuisine Lab is a non-profit social enterprise that engages with vulnerable persons – migrants, asylum seekers and refugees in Geneva – to create a shared vision of what a sustainable world can be, and help them to integrate into the fabric of society through food.

In keeping with the spirit of Polaris, all participants will have a unique opportunity to participate in sensing journeys, culinary endeavours and meaningful dialogue as they co-create and then break bread with refugee chefs and fellow travellers from across the globe.

This experience is hosted by the Singbee Group.



where innovators and entrepreneurs prototype new models for a society that works for all – connecting sectors, industries and cultural backgrounds.

Singbee, a leading crystal producer, was founded in 1989 by China craft artist Wang YuanCheng. Both the company's prized crystal and azure stone collections are found in the China Crystal museum. In 2005, the company redirected its business towards tackling environmental issues. Headed by Wang's daughter Lina and husband Winson, Singbee Lighting today has LED production lines in the USA, Portugal and China.

Drawing on a heritage of quality and unique artistry, Singbee has over 100 patents in design, innovation and application with LED lamps of up to a 244,000 hour (83 year) lifespan. Singbee group has been awarded the 'Zhejiang State High Tech Company' and is one of the first companies in China to be B Corp certified.



About FBN

The **Family Business Network (FBN)** is a global network by family businesses, for family businesses, across generations. Founded in 1989, it brings together over 3,350 families and 10,500 individual members – including 4,500 next-generation members – across 31 chapters covering 65 countries worldwide. FBN helps enterprising families grow, succeed and prosper through the exchange of best practices and new ideas.

Polaris is the framework enabling members to deliver on **The FBN Pledge for a Sustainable Future**. It is a movement of members championing business as a force for good and a platform for learning, innovation and co-creation.

To learn more, please contact:
Alexis du Roy de Blicquy, CEO, adr@fbn-i.org

www.fbn-i.org



polaris

Register now!

FBN 28th Global Summit
8-11 November 2017, Gran Canaria, Spain

