

Defining Success Across Generations – Addendum

1. Overview of Family Business Network (FBN)

[The Family Business Network](#) is the world's leading family business organisation. Founded in 1989, it is headquartered in Lausanne, Switzerland. A vibrant community of enterprising business owners, it brings together over 4,000 family from across 65 countries. To enable members to more effectively deliver value for all of their stakeholders and create a shared prosperity, FBN developed [Polaris](#). Launched in 2014, Polaris is FBN's framework to deliver on the Family Business Pledge and a growing global movement of business families focused on maximising positive economic, environmental and societal impact. Polaris enables learning, innovation and co-creation to redefine success across generations.

2. Overview of United Nations Conference of Trade and Development (UNCTAD) and its Investment and Enterprise Division:

Based in Geneva, Switzerland, [UNCTAD](#) is the United Nations body responsible for economic and sustainable development issues with a focus on trade, finance, investment and technology. UNCTAD undertakes research and policy analysis on key and emerging issues, builds intergovernmental consensus among 194 member states, and assists countries to enhance the capacities for equitable integration into the global economy and improvement of the well-being of their peoples. UNCTAD's [Division on Investment and Enterprise](#) is a global centre of excellence in the area of investment and enterprise development and has been taking the lead in policy research and technical assistance at multilateral, regional and national levels. It organizes the bi-annual [World Investment Forum](#), the pre-eminent global platform for the investment development community.

3. Family Business Statistics

Family businesses are a significant organisational entity with a notable impact on the global economy. Primary and secondary sources indicate that approximately two-thirds of businesses worldwide are family-owned or managed, generating 70-90% of global GDP and employing 50-70% of the global working population. Ernst and Young indicate that 85% of all European companies are family businesses accounting for 60% of jobs in the private sector. The US census bureau affirms that family firms comprise 90 percent of all business enterprises in North America. McKinsey states that family firms in Latin American and Asia family businesses account for over 70% of private firms with revenues of \$1 billion or more. (Sources include: FFI, 2017; De Massis, 2018; European Parliament report, 2015; Conway Centre, 2019; McKinsey, 2014).

4. Sustainable Development Goals (SDGs)

The [Sustainable Development Goals](#) are a universal call to action to end poverty, protect the planet and improve the lives and prospects of everyone, everywhere. The 17 Goals were adopted by all UN Member States in 2015, as part of the [2030 Agenda for Sustainable Development](#). Today, [progress](#) is being made, but, action to meet the Goals is not advancing at the speed or scale required. 2020 needs to usher in a decade of ambitious action to deliver the Goals by 2030.

5. Call to Action – Family Business Sustainability Indicators (FBSI)

The FBSI are a set of indicators jointly developed by UNCTAD and FBN and adapted for family businesses. The indicators represent minimum disclosures that companies provide to enable governments and stakeholders to evaluate and recognise the contribution of the private sector to the implementation of the SDGs.

6. Call to Action – The Polaris Game

The Polaris Game empowers all members of the family business ecosystem to turn intent into action. This interactive app identifies opportunities for players to learn and take concrete steps aligned to the family business pledge, and to be effective game-changers for their communities and generations to come.