

Support ‘Family Business for Sustainable Development Initiative’

Supporting the natural systems and resources on which our economy and society depend should be a priority for any progressive family enterprise.

Family Enterprise Foundation’s (FEF) overarching purpose is to promote the long-term success of family enterprises and ensure family-owned businesses thrive for generations. We do this by representing and supporting family enterprises. We believe that family enterprises are stronger when they have the support of a community of peers, are offered best in class knowledge, learning opportunities and have access to family-centric advice. Our three strategic pillars are: **Knowledge Creation**, **Continuity Research** and **Community Building**. These pillars are interconnected, grounded in research, and translate our purpose into practice.

Within our pillar of **Knowledge Creation**, we develop unique, comprehensive family specific educational materials and resources. Our **Continuity Research** will explore the opportunities and barriers that exist with Canadian family businesses and their upcoming transitions. Through our **Community Building** pillar, FEF will implement the **Family Business for Sustainable Development** initiative that will create a sustainable development path of offerings that will build the knowledge and skills geared to running family businesses necessary to create change, and result in environmental change. This initiative draws on the UN’s Sustainable Development Goals (UNSDG), to protect the planet by 2030. In targeting this UN initiative, which includes clean energy, we intend to benchmark enterprise progress on a manageable scale. The primary goal of our project is to address how family enterprises can meet the present day needs of sustainable development.

It is imperative we provide opportunities to educate, network, share relevant data, resources and tools geared towards family enterprises to address and pivot the sustainable business development plans so we can achieve the UNSG’s 2030 objectives, and help protect the Canada’s environmental landscape.

Before change can happen, family enterprises must be aware of the impact their business decisions have on sustainable development and the environment. Our course offering will bridge the generational gaps of knowledge within a family enterprise and provide the tools necessary to take the next steps in seamlessly integrating sustainable development as a business priority.

| Impact of Funding

This Community-based project where Canadian family businesses, as a community, can influence and impact the SDG, will explore:

- Surveying its members to identify specific UNSDG goals to champion
- Develop case studies to show progressive family enterprises putting sustainable development into practice
- Create, in parallel, a set of SDG measurement tools specific to Family enterprises, allowing them to benchmark their progress on their SDG journeys

Expected Development Cost to Complete the Course: \$150,000

| Donor Recognition and Naming Opportunities

Family Enterprise Foundation welcomes the opportunity to extend **donor recognition through naming rights** of its assets to those individuals, corporations, foundations or organizations whose generous support make the establishment or enhancements of FEF programs aimed at supporting family enterprises possible.

This unique course is in development. Help us get over the finish line. Please **contact us** to learn more about this vital area of support and how you can make an impact.