

DAY 2 – FRIDAY 3 MAY

PARALLEL SESSION

THE VITAL ROLE OF FAMILY BUSINESSES IN ACHIEVING SUSTAINABLE DEVELOPMENT GOALS



Prof. Naomi Birdthistle
Griffith University



Sally-ann Eather
Eather Group



Sustaining Generations

The Vital Role of Family Businesses in Achieving the Sustainable Development Goals



FAMILY BUSINESSES ON A MISSION



Queensland Australia

Make it matter

1

ACKNOWLEDGEMENT OF COUNTRY

Griffith University acknowledges the Traditional Custodians of the land on which we are meeting and pays respect to the Elders, past and present, and extends that respect to all Aboriginal and Torres Strait Islander people.



Artwork by Brisbane Aboriginal artist and Griffith Business School graduate Gaala Watson

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- Tried to work in the family business when I was 4 – got rejected
- Kept trying until when I was 7, I was allowed to help out
- By the time I was 14 I was leading a group of 7 employees and had an annual budget of \$300k
- My business unit was the second most profitable in the family business
- Studied family business, under Prof. Handler at Babson College
- Did UG thesis/Masters and PhD within family business
- PhD won best doctoral dissertation with FFI
- Academic for 29 years
- Family business consultant for 10 years



Dr Naomi Birdthistle
Prof in Entrepreneurship & Business
Innovation

Who am I?

3

Do you know the SDGs?



4

2030 Agenda for Sustainable Development...

An ambitious plan of action for People, Planet, Prosperity, Peace and Partnership with the objective of LEAVING NO ONE BEHIND

For the goals to be reached, **EVERYONE** needs to do their part



Governments



Private sector



Civil society



People like you

5

Family businesses and the SDGs

Is there a connection?

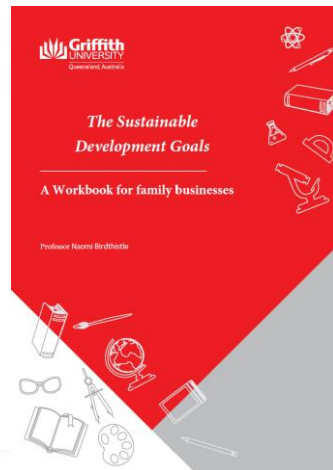


6

What have we done then?



FAMILY BUSINESSES ON A MISSION



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7

SDG#4: Quality Education



7 Targets
3 Indicators



The SDG is explained
Family business
context is given



USA
4th Street Market



Algeria
Likoul



Austria
Hollu System Hygiene



Australia
McPherson
Invergowrie Foundation

Queensland Australia

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8

SDG#9: Industry, Innovation & Infrastructure



5 Targets
3 Indicators



The SDG is explained
Family business
context is given



Germany
Creativehotel Luise



Japan
Iskizaka Sangyo



Australia
Wellcamp – Wagner family



Algeria
Soummam

Queensland Australia

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SDG#11: Sustainable cities and communities



7 Targets
3 Indicators



The SDG is explained
Family business
context is given



Ireland
IQUTECH



Germany
Dinzler



USA
Wolf Connection



UAE
Shehada Brothers



Australia
Hickinbotham Group

Queensland Australia



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SDG#12 – Responsible Consumption and Production



8 Targets
3 Indicators



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The SDG is explained
Family business
context is given



United Kingdom
Atkinsons



Germany
Klingwirt



Germany
Hoyer



Frosta
Germany



Ireland
Bewleys

SDG #8

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

SDG#8: Decent work and Economic Growth

Add a footer



10 Targets
2 Indicators
Intro to FB



The SDG is explained
Family business
context is given



United Kingdom
Pentland Brands



Brazil
Fany Bombons



Australia
Outland Denim



Algeria
Amor Benamor Group

Queensland Australia

Outland Denim – Gold Coast

Barrett & Moores 2022



James Bartle saw
Taken in 2008

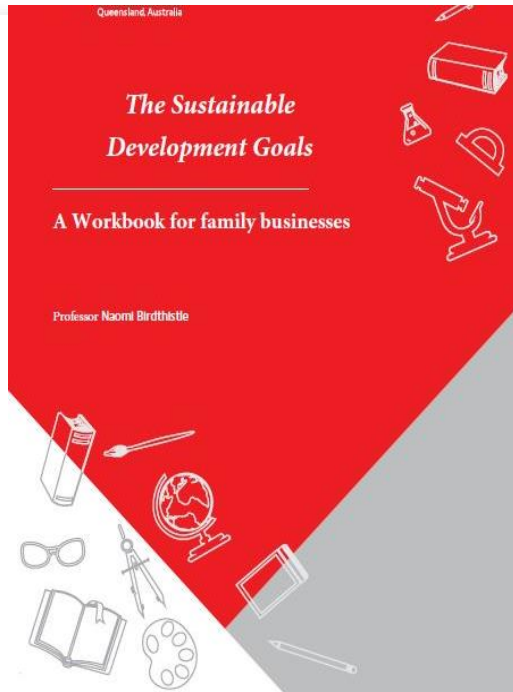


Provide training
opportunities for
vulnerable women



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You have some questions in your workbook to consider..

- For example:

15

SDG #9 Industry, Innovation & Infrastructure

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

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SDG#9: Industry, innovation and infrastructure



5 Targets
3 Indicators



The SDG is explained
Family business
context is given



Germany
Creativehotel Luise



Japan
Iskizaka Sangyo



Australia
Wellcamp – Wagner family



Algeria
Soummam

Queensland Australia

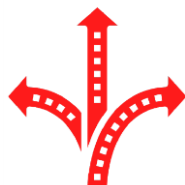
Make it matter

Creativehotel Luise - Germany

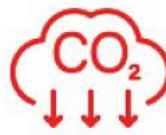
Pillmayer & Scherele 2022



1956



Uncertainty of
the family members

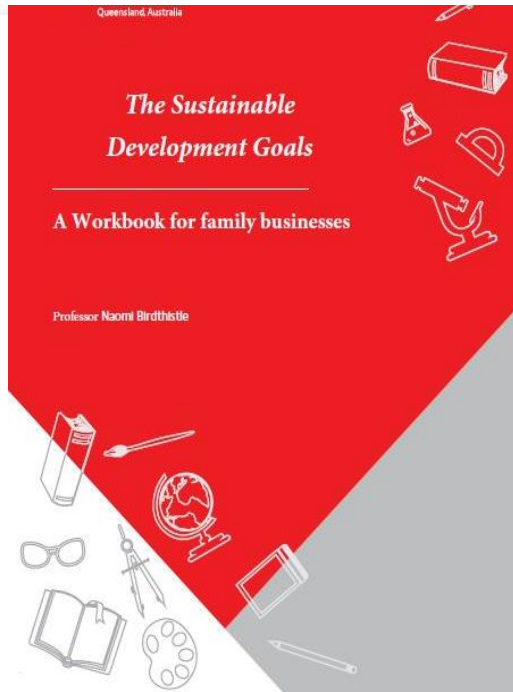


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Regrowing Room

- Reduction in energy use by 80% achieved
- Straw building boards
- Silicate paints free from pollutants
- No art work but natural art i.e., dried plants
- Real plants to purify the air
- Carpet tiles felt backing made from PET water bottles
- Carpet tiles made from old fishing nets
- Little metal used in the room
- NASA Mars mission showers!

Make it matter



You have some questions in your workbook to consider..

- For example:

How can we foster a culture of innovation within our family business to improve processes, products, and services?

How can we improve resource efficiency and reduce waste in our operations?

Are there organizations, governments, or research institutions with whom we can collaborate to drive innovation and infrastructure development?

SDG #13 Climate Action

Take urgent action to combat climate change and its impacts

SDG#13: Climate Action



3 Targets
2 Indicators



The SDG is explained
Family business
context is given



Germany
Riedenburger Brauhaus



Mt Barney Lodge
Australia



USA
Badger



United Kingdom
George Co & Sons Ltd



USA
4th Street Market

Badger - USA



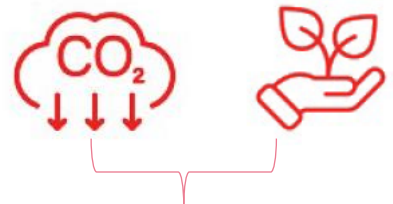
1996



Sisters co-CEOs
Certified B Corporations



90 employees



Regenerative Agriculture
Post & Beam building
Beehives, organic garden
100% renewable power
Produce from
deforestation-free sources
Waterless products



2nd Generation Leadership



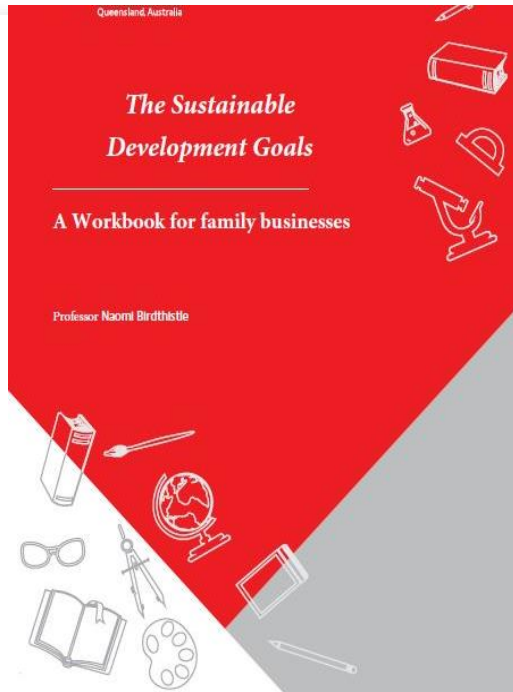
Women Owned Business



Made in the USA



Mission Driven B-Corp



You have some questions in your workbook to consider..

For example:

How can we reduce our greenhouse gas emissions, both within our operations and in our supply chain? Are there renewable energy sources we can switch to, or energy efficiency measures we can implement?

How can we adapt our business to the impacts of climate change, such as extreme weather events or sea-level rise?

Are there carbon offsetting programs or partnerships we can participate in?

How can we reduce the carbon footprint of our transportation and logistics operations?

SDG #5 Gender Equality

Achieve gender equality and empower all women and girls

SDG#5: Gender Equality



6 Targets
3 Indicators

FAMILY BUSINESSES ON A MISSION
ATTAINING THE 2030 SUSTAINABLE DEVELOPMENT GOAL OF GENDER EQUALITY

EDITED BY
NAOMI BIRDTHISTLE | ROB HALES

OPEN ACCESS BOOK



The SDG is explained
Family business context is given



Honduras
Hacienda Las Flores



Australia
Ballandean Estate Wines



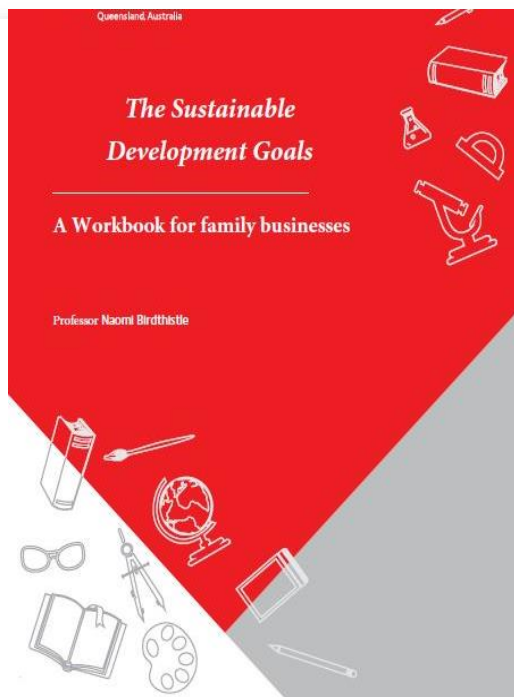
Austria
Stanglwirt



Australia
Eather Group



Lebanon
Technica International



You have some questions in your workbook to consider..

For example:

What initiatives can we implement to ensure gender balance in our workforce, especially in leadership positions?

How can we create a work culture that promotes gender equality and inclusion?

Are there disparities in pay and benefits between genders within our organization? If so, how can we address them?

How can we promote gender diversity and inclusion in our supply chain?

Let's hear from a family business that has incorporated SDG#5 into its business model



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Transport & Haulage

- Own fleet of PBS vehicles
- Network of pre-qualified subcontractors
- Reduce project emissions, disposal and travel costs through partnerships



Earthmoving & Bulk Material

- On-site crushing & screening capabilities
- Source, supply, and deliver specialised quarry products and recycled materials
- Machines available for wet and dry hire



Waste to Resource

- Find sustainable and cost-effective options for materials and project waste
- Select mining and material sampling capabilities allow us to assess reuse opportunities for excavated material



Social Outcomes

- Supporting women in civil
- Indigenous employment and entrepreneurship
- Local jobs for local people
- Training and learning opportunities



WASTE TO RESOURCE

9,000,000
tonnes of material

4,000,000
tonnes diverted to bricks

250,000
homes

750,000
people (at average 3 people per home)



OUR

TEAM



WOMEN
42%

FIRST NATIONS
33%

LOCAL
98%

UNDER 25
21%

TRAINING
44%



31

\$1,000,000 INVESTMENT INTO WOMEN IN TRUCKING



32



TRAINING & UP SKILLING FOR WOMEN IN CIVIL

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OUR SDGS

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	

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INDUSTRY RECOGNITION



NSWICC Sustainability & Environmental Impact



Asia Steward Leadership 25 Honour Roll



CCF NSW Earth Awards finalist



FBA Sustainable Development in Family Business



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Key outcomes and conclusions

- Family businesses make important contributions to the attainment of the SDGs
- Through monitoring and reporting on their contribution they can showcase their contribution
- Family businesses that align their business purpose with SDGs
 - Undergo a strategic process of reflection
- Showcasing the alignment provides external validation for their strategic choices
- Benchmarks are now available for other family businesses
- If you haven't already done so, why not add the SDGs as an agenda item on your Board of Directors' agenda

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Interested in being involved

- Email: n.birdthistle@griffith.edu.au
- Survey: https://griffithuw.qualtrics.com/jfe/form/SV_6VGszfUJMqgeido



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Need help in incorporating sustainability into your family business – reach out to us...

Griffith Advantage

POWERED BY GRIFFITH BUSINESS SCHOOL

EXECUTIVE EDUCATION



Foundations of Leadership - for Supervisors and aspiring leaders - learn how to work with and influence others to reach full potential and to make it matter

Elevate - for Leaders of today wanting to take themselves and teams to the next level

Self paced, hybrid, on line, or face to face - tailored to your context - learn from the best in research and industry

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