

*Fourfold*

# Philanthropy in Family Business: Practices and Learnings from the Thomas Schmidheiny Family

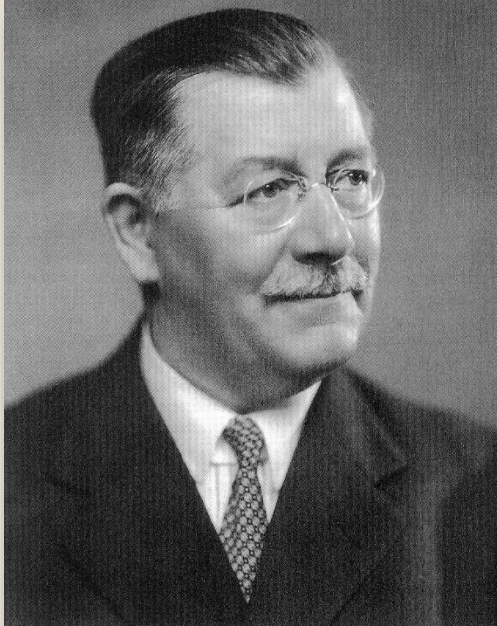
8th Asian Invitation Conference on Family Business, Indian School of Business  
Hyderabad, 5 February 2023  
Valerie Remoquillo-Jenni, CEO, Fourfold Foundation

## Topics:

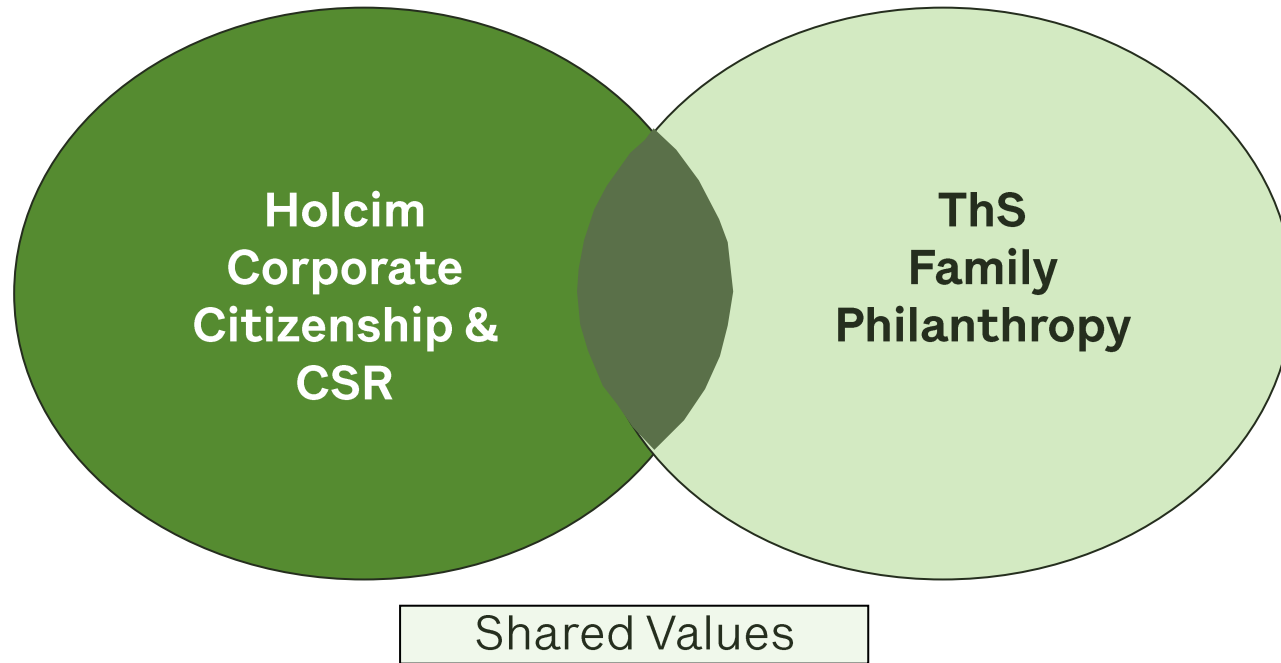
- Overview of the Thomas Schmidheiny Family Philanthropy
- Global Trends in Philanthropy
- Philanthropy “Best Practices” in Europe
- Key Learnings from our Start-Up Journey (so far!)

# Overview of the Thomas Schmidheiny Family Philanthropy

# Industry and Community: A commitment since 1912







- Strategic
- Aligned to business
- Economic "licence to operate"
- Defined by all shareholders' interests

- Philanthropic
- Aligned to family
- Societal reputation, personal responsibility
- Free from shareholder interests

## Corporate and Family Philanthropy:

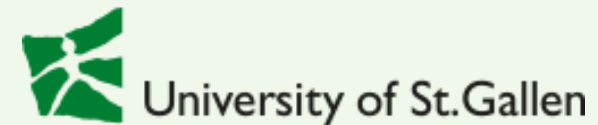
Different purposes, but rooted in the same values of the founding family

The Fourfold Foundation was established in 2020 as an umbrella foundation for the various philanthropic activities of the Thomas Schmidheiny family, as well as to implement its sustainability agenda.

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## **Fourfold's Mission:**

To educate and empower individuals to make conscious and fact-based decisions for the health and wellbeing of the planet.



# Strategy

We envision ...

**A healthy and equitable world  
that respects all forms of life**

To achieve our vision,  
we will enable, replicate  
and scale ...

Effective and  
appropriate  
technologies

Holistic rights-  
centered  
interventions

Education, objective  
information and  
knowledge

by focusing on ...

HOTSPOTS

GAMECHANGERS

ACCESS

MINDSET &  
BEHAVIOR  
CHANGE

through our roles as ...

Catalytic Investor

Innovation Multiplier

Knowledge Translator

and guided by our values of ...

**Continuous Learning and Experimentation  
Humanity, Sustainability, Innovation, Freedom**



## Starting Initiatives

### A healthy and equitable world that respects all forms of life

*A world in which we produce and consume resources sustainably and equitably. Communities enjoy clean air and water and have equal opportunities to develop. Individuals adopt a sustainable and healthy way of life.*



**Mindful Consumption**



**Clean Air and Water**



**Healthy Way of Life**

## Examples of Partnerships



A global research project to catalogue the world's 200k+ edible species and drive insights on food composition and health

National Institute of Nutrition, Hyderabad

# START FELD

A learning programme on the SDGs combining technology, STEM competencies and creativity



A Pan-European movement for a healthy, just and sustainable (and mostly plant-based) food environment

## Spotlight: India

Philanthropic social investments



Hasiru Dala Innovations  
Bangalore

elea



SMV Green Solutions, Varanasi

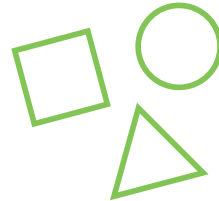
Strategic partnership since 2008



# The Role of Philanthropy in the Family Enterprise



**Platform for Family Values  
and Governance**



**Testing Ground for Learning  
and Innovation**



**Source of Social Capital**

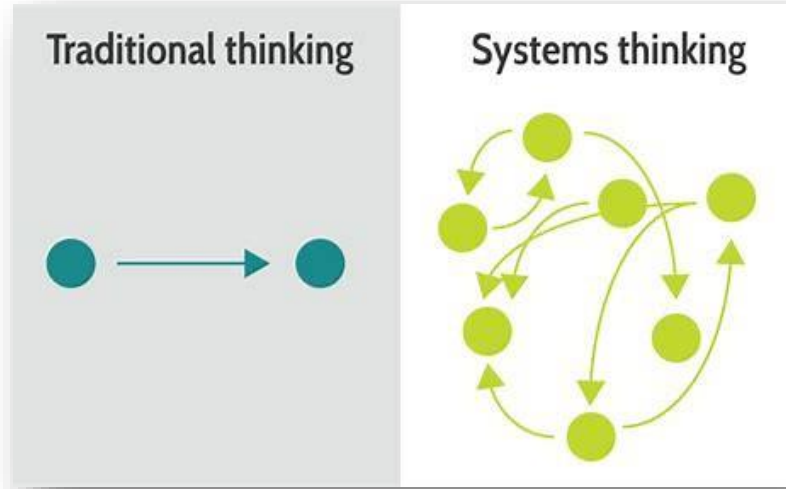


# Global Trends in Philanthropy

## Climate and social justice



## Systems change thinking



## Trust-based, participatory grantmaking



## Virtual programming and fundraising

## Giving now, not later

# Philanthropy “Best Practices” in Europe



**Venture  
Philanthropy**



**Non-Financial  
Support**



**Impact  
Measurement and  
Management**



**Pooled and Aligned  
Funding**



# Key Learnings from our Start-up Journey (so far!)



**Build a strong, family-based Board**



**Invest time in defining the mission  
and securing buy-in**



**Set clear governance processes,  
but encourage participation**



**Allow space for experimentation  
and continuous learning**



**Focus on results, rather than  
publicity**