



FORDFOUNDATION

The Ownership Project at Oxford Saïd Newsletter

Issue 002 March 2021

Insights from our Family Advisory Council

In this issue, we'd like to introduce you to members of our Family Advisory Council, a diverse group of owners leading multigenerational enterprises. The role of our Council is to serve as an early sounding board for our research, testing our ideas and keeping our work sharp. From more than a dozen countries, their firms represent over 690,000 employees and generate annual revenues in excess of \$220BN USD. We're delighted to share some of their perspectives with you.



Impact Investing Won't Save Capitalism

Council member Alan Schwartz AM, founder of the Universal Commons project, and past Chair of Philanthropy

Australia, makes the case that all investments should become impact investments. Read why in his article in the [Harvard Business Review](#).



Keeping Your Company Future-fit

Council Member Camilla Hagen Sørli, owner, sustainability champion and former base jumper, believes that inclusion drives innovation, and

that putting your people first will always deliver better results. Explore what inspires Camilla in her recent interview for the [SHE Community](#).

Project News

Owners Have a Potentially Transformative Role to Play

While many family businesses have weathered the pandemic, our Executive in Residence Andrienne d'Arenberg believes the time is right to support communities, innovate, and invest in a more sustainable business model.

She speaks to the power of concentrated ownership in times of crisis in her latest article for our online magazine, [Oxford Answers](#)



Team news

Dr Mary Johnstone-Louis Welcomed as B Lab UK Board Chair

Reflecting on her appointment, Mary says, 'How can corporate good intentions be made reality? Ownership and governance are key to ensuring enduring commitment. B Corps stand out as a means to get this done, and I'm eager to bring lessons from this set of businesses to bear on our research with owners.'

Read the full interview with Mary in Reinventing Business, in the online platform [Medium](#).



We are growing – and we're excited to introduce our new team members to you



Anna Tervahartiala is Head of Communications at the **Center for Sustainable Finance and Private Wealth** (CSP), University of Zurich. In addition, Anna works as a communications consultant and joins

the team to help us amplify our impact. 'I started in journalism, moved to humanitarian aid, and landed in responsible and sustainable finance,' says Anna. 'If the biggest businesses use their levers for good, that will create serious waves.'

Announcing our first International Research Fellows

International Research Fellows support our work via research, partnerships, and outreach. **Dr Alessandra Buonfino** will collaborate with Dr Mary Johnstone-Louis to explore the role of women in family businesses, whilst **Dr John Sfakianakis** partners with Dr Bridget Kustin to deepen our Project's expertise in the Middle East and North African (MENA) region.



Dr John Sfakianakis is a Managing Director with JCH & Partners, an emerging markets specialist firm. He is also Chief Economist and Head of Research of the Gulf Research Center in Riyadh, and a Senior Scholar at the University of Cambridge. He serves as an Associate Fellow at Chatham House and at the Royal United Services Institute, London. He is a member of the advisory council of the University of California, Berkeley AMENA Center for Entrepreneurship and Innovation and sits on the advisory board of MENAF, at the University of Cambridge.



Dr Alessandra Buonfino is an independent consultant working with governments and private investors. She was Head of International Development at Mishcon de Reya, and prior to that, she held two positions as a civil servant in the Cabinet Office and department for International Trade. Alessandra says, 'What brought me back to academia after 15 years was a desire to stop, think and delve deeper into some of the questions I had encountered in my work with families, and in particular around the transition to the next generation.'

For ongoing insights and events exploring responsible ownership, follow [The Ownership Project at Oxford](#) on LinkedIn

