

Family business and BIOeconomy

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- Grant recipient



- Grant provider: The Technology Agency of the Czech Republic



- Duration of the project: 2016 - 2017

Family businesses are important

- An important component of the regional economy,
 - e.g. their share in GDP of the United States is 64 %
 - and employ 62 % of the population.
- The strength is in stable value they provide and their ability to respond rapidly to change.

The Centre for Family Business HSG in St. Gallen, Switzerland

- Definition on the basis of two main indicators
 - family controlled equity and
 - a number of family members of the statutory body from the family.

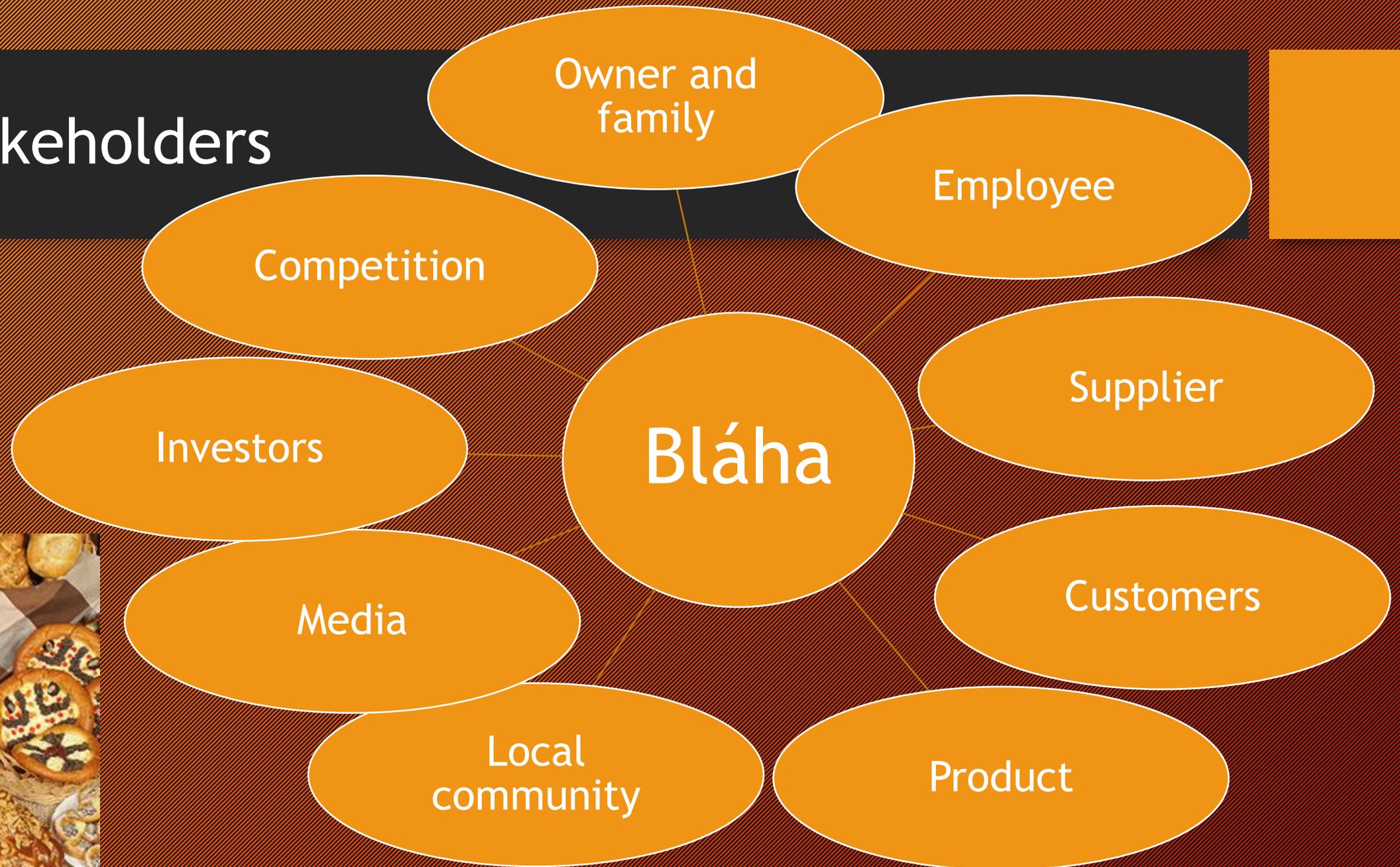
BIOeconomy in the Czech Republic

- The conception is not spread
- The public know only about sustainable development
- Necessity for action - to spread information about bioeconomy
- Only one certificate for BIO in the Czech Republic

BIO and NonBIO



Stakeholders



Owner and family

- The traditional business
 - In the business work all of family
 - The profit is not important - look in the future
 - (5) Family businesses tend to look at the development of the company in the long run (Kachaner, 2012).
 - Important sustainable development
 - Invest in regional development
- BIO:
 - Use instrument of BIO for sustainable development
 - Bring up children about BIO and family business
 - Look into new research in BIO (improve in BIO)

Employee

- Common vision
 - Employees highly confide in the business, the company has a strong corporate culture.
 - Education in BIO
 - Social benefits
- BIO:
 - Spread the idea of BIO in other family

Supplier

- Accept the BIO value
- BIO:
- Owner has power to determine the conditions



Customer

- Crucially group - profit and spread information
 - The requirement of customer
 - The traditional procedure
 - Everyone note that what is traditional and BIO = quality
- BIO:
 - Self-imposed change a lifestyle
 - Exert pressure to other business

Product

- A product's life cycle - without waste



- BIO:
- Traditional production
- BIO-certification

Local Community

- In support of regional community
- From suppliers are new partners - create a network
- BIO:
- Spread the idea that everyone can be BIO

Summary