

USULUNA

Center For Families, Family Enterprises & Wealth

Civil Number: 869/2020

Headquarters office: 8th Fl, Sawaya Ct, Mar Elias St, Beirut, Lebanon

P.o.Box:14-5656

Our Identity

The name of this social enterprise enrobes a tripartite meaning in arabic, namely “Roots”, “Assets” and “Correctness”. Each term inlines the road map of Usuluna.

When “Roots” reflects our legacy and our inherent identity as humans, family members and citizens, “Assets” echoes our tangible and intangible resources that constitute our wealth in all its forms. These assets shall be owned or controlled for the best interests of its concerned stakeholders so as to generate value across generations. However, nothing can guarantee the protection of our “Roots” and “Assets” more than “Correctness” that resonates the proper rules and laws so as to adopt governance culture and structure, and promote planning throughout different life phases.

Our roadmap

Vision:

Usuluna is considered the vehicle that seeks sustainability by protecting human dignity, and promoting economic and social stability and development.

Mission:

Usuluna aims at linking our history and forging the future proactively by setting the right path towards sustainability. It reveals the mechanism that allows the preservation of the human, family and national heritage over generations. Such a mechanism cannot operate without supporting our families, building healthy relationships and preserving their unity.

We believe that legacy, innovation and entrepreneurship are not oxymorons. Our community cannot sustain growth without regenerating creativity by enhancing our values, being smartly connected to our roots while practicing sustainability,

responsibly and consciously, and fostering the digital ecosystems so as to compete in the digital era.

Our objectives

We aim to:

- Strengthen the role of the family, support, stabilize, advocate its entity by addressing its needs, and helping family members to stay safe, nurture healthy relationships, and build connectedness between them.
- Enhance the role of women, protect them and promote their full human, civil, economic, social, cultural, leadership and political rights
- Foster the role of children and youth, build their capacities, protect their rights and reinforce an inherent culture of resilience, preparedness, accountability and ownership.
- Capitalize on seniors and invest in their capabilities.
- Enable the economic and social role of special needs people.
- Define the family business characteristics, characteristics, constructs, challenges, and prospects, forms, sizes, sectors, and generations in a way that guarantees their stability, development and longevity.
- Preserve the wealth of individuals, family, national, and businesses, in addition to protect their legacy and heritage from extinction, in a way that guarantees economic, social, cultural, environmental and national stability, growth and sustainability.
- Embed a culture of governance and compliance and adopt the relevant mechanisms and structures by implementing the rule of law efficiently.
- Encourage conventional and unconventional entrepreneurship by reigniting the entrepreneurial collective spirit while identifying innovative opportunities.
- Strive to achieve all sustainable development goals in a manner that guarantees the promotion of human rights, equality and social justice.

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- Disseminate a culture of alternative dispute resolution by adopting peaceful means and tools and establishing the necessary mechanisms that guarantee reconciliation.

Our Ethics

Our Ethics are defined through our purposeful actions and pursued moral values.

Our values reflect our beliefs that motivate us, guide our actions, and determine our priorities and our interaction with the surrounding world. They exemplify the interaction of “Usuluna” with the encounter environment towards achieving its objectives.

As we walk the talk, we commit to:

Justice: If justice is denied, violence emerges and poverty prevails. Seeking justice is our mantra. Nothing more than justice cultivates peace and harmony between all stakeholders.

Resilience: We believe that resilience nurtures self-efficiency. It allows us to face challenges and impediments with boldness and adapt to change successfully aiming for sustainability and longevity.

Respect: “We respect” means we pay special attention to every single detail, visible or invisible. We perform our duties and responsibilities while considering legal, governance and managerial authorities, and maintaining the given social order. *We use rhetoric and treat every person courteously with respect, dignity and empathy.*

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Full equality: Everyone is unique, different, and equal with others. We recognize full equality between all people and trust equal treatment for all rights, needs, and access to services and opportunities. Discrimination and racism are forbidden at our organization.

Complementarity: We facilitate bundling, join efforts, products or services together. We seek to collect strategic and co-specialized resources, coordinate between various capabilities, and expertise. Besides, we harmonize stakeholders' relationships and complement activities within the supply chain network towards promoting cross-cutting actions and achieving positive impact on the performance of the organization.

Our stakeholders

- Individuals and Groups
- Small and extended families
- Family members of all ages, genders, relationships, roles, positions, and interests.
- Family businesses of all sectors, forms, structures, generations and sizes.
- Family business internal and external stakeholders
- Family wealth stakeholders. Wealth in terms of moral, financial, material (movable and immovable), human and environmental assets and Capitals.
- Businesses, business stakeholders of all sectors, legal forms, structures and Sizes.

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Services

We provide our community with an overarching set of services such as:

- Building the necessary partnerships that align with our services and meet the needs of individuals, families, the society, and the economy in general, in a manner that guarantees the achievement of human equality and social justice.
- Consultancy & Advocacy
- Alternative conflict Resolution : Mediation
- Conducting studies, writing reports, policy papers, and applied manuals for families and their members, family businesses and family wealth of all kinds.
- Capacity building and empowerment
- Organizing and participating in the relevant activities and events that respond to USULUNA mission and objectives.

Family Business Agora

Family business has a unique identity that cannot be compared to non-family counterparts. Family Business Agora is the right place where all family businesses from any sizes, shapes, industries, and legal forms can build a group thinking of their ecosystem, exchange experience and expertise, face challenges communally and collectively, in addition to finding the right path to grasp opportunities. Join us now so your family business stays, sustains and prospers.

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Mediation Center

Our mediation center does things in a different manner. We address and resolve conflicts by adopting a peaceful, reflective, respectful, mindful, creative, confidential and transformative process.

Our mediators engage all their skills, experience and knowledge and tools impartially for the best interest of all parties. They seek building trust and establishing healthy non-litigious relationships between parties. Their approach allows parties to rethink their conflicts, and commit time and energy towards enabling positive outcomes and reaching an agreement that satisfies all parties.