



FAMILY
— **APPROVED** —
GLOBAL

OFFICIAL CERTIFICATION GUIDE

Building Trust. Raising Standards. Creating Better Futures.

FOR FAMILIES. WITH FAMILIES. FOR A BETTER FUTURE.

WELCOME TO FAMILY APPROVED GLOBAL

Family Approved Global is an international certification and partnership ecosystem created to recognize businesses that actively improve the lives of families

We believe families deserve businesses they can trust.

Businesses deserve recognition for investing in higher standards.

Together, we are creating the world's most trusted family-focused network.

THE PURPOSE

Certification is not the destination. It is the beginning of a long-term partnership.

WHY FAMILY APPROVED?

Today's families are looking for more than products and services. They seek:

TRUST

SAFETY

QUALITY

ACCESSIBILITY

RESPECT

Family Approved was established to help businesses become the first choice for families by recognizing those who voluntarily operate according to higher standards



WHO CAN BECOME A PARTNER?

Family Approved Certification is open to businesses and institutions committed to creating outstanding family experiences — including:

HOTELS

RESTAURANTS

CAFÉS

SHOPPING CENTRES

RETAIL STORES

HEALTHCARE
PROVIDERS

PHARMACIES

SCHOOLS

TELECOMMUNICATIONS

KINDERGARTENS

ENTERTAINMENT
CENTRES

TOURISM COMPANIES

BANKS

INSURANCE
COMPANIES

PUBLIC INSTITUTIONS

FAMILY SERVICES

... and many more

OUR CERTIFICATION STANDARDS

Every partner is evaluated using international Family Approved Standards based on:

SAFETY & SECURITY

HYGIENE & CLEANLINESS

ACCESSIBILITY

FAMILY EXPERIENCE

CUSTOMER CARE

STAFF PROFESSIONALISM

SERVICE QUALITY

SUSTAINABILITY

COMMUNITY
RESPONSIBILITY

CONTINUOUS
IMPROVEMENT

These standards evolve together with modern families and international best practices.

THE CERTIFICATION PROCESS

APPLICATION

DOCUMENTATION REVIEW

BUSINESS ASSESSMENT

INDEPENDENT EVALUATION

CERTIFICATION DECISION

ANNUAL REVIEW

OFFICIAL RECOGNITION

Every certified business becomes part of the international Family Approved Network.



WHAT EVERY CERTIFIED PARTNER RECEIVES

Official Family Approved Certificate
Official Window Sticker Public
Launch & Certification Ceremony
Promotion across digital platforms
Featured business profile
Promotion in the Family Navigator
Promotion in the Family Magazine
Social Media Campaigns

Media Coverage Access to Family
Deal Club campaigns Eligibility for
Family Approved Awards Invitations
to fairs & networking events
Ongoing business support
Continuous standard updates
Partner-only educational resources



PARTNER REINVESTMENT PROGRAM

We believe partnerships should create long-term value. At the end of every annual certification period, eligible partners may receive a business reinvestment contribution.

THIS CONTRIBUTION CAN BE USED FOR:

- Business improvements
- Family-friendly equipment
- Interior upgrades
- Marketing support
- Furniture and inventory
- Approved development projects

The exact amount and conditions are defined within the annual partnership agreement.

Because your investment should continue working for your business.

FAMILY APPROVED IMPACT FUND

Every partnership creates positive impact. A designated portion of each annual certification contributes to the Family Approved Impact Fund.

THE FUND SUPPORTS:

FAMILY-FOCUSED STARTUPS

YOUNG ENTREPRENEURS

COMMUNITY PROJECTS

EDUCATIONAL INITIATIVES

FAMILY ASSISTANCE PROGRAMS

INNOVATION PROJECTS

*Together, every partner helps create opportunities
for future generations.*

GO FURTHER

*Our partnership begins
where most
certifications end.*

**DEPENDING ON THE
INDIVIDUAL INVESTMENT
AGREEMENT, PARTNERS
MAY RECEIVE:**

**OFFICIAL SPONSORSHIP
RECOGNITION**

PUBLIC BRAND VISIBILITY

**STRATEGIC PARTNERSHIP
STATUS**

**REVENUE-SHARING OR
EQUITY OPPORTUNITIES
WHERE APPLICABLE**

**LONG-TERM
PARTICIPATION IN
SELECTED STARTUP
PROJECTS**

*Each investment is
governed by an
individual commercial
agreement.*

STARTUP PARTNERSHIP PROGRAM

Partners who wish to create an even greater impact may voluntarily participate in additional startup investments through the Family Approved Startup Partnership Program.



RECOGNITION

BUILDING SUCCESS TOGETHER

Every supported startup proudly recognizes the businesses that helped make its journey possible.

OFFICIAL SPONSORS

OFFICIAL DEVELOPMENT PARTNERS

STRATEGIC BUSINESS PARTNERS

DEPENDING ON THE INDIVIDUAL INVESTMENT AGREEMENT, PARTNERS MAY RECEIVE:

STARTUP ANNOUNCEMENTS

OFFICIAL PUBLICATIONS

FAMILY MAGAZINE

WEBSITE

EVENTS

PRESS RELEASES

AWARD CEREMONIES

Your contribution becomes part of every success story.



BUILDING A BETTER FUTURE TOGETHER

Every partnership creates new opportunities.

A portion of every partnership is reinvested into initiatives that create long-term value for partners and the communities they serve.

DEVELOPED WITH

Community development projects

Support for innovative family businesses

Educational programs

Family events

Joint marketing campaigns

Community awareness initiatives

We are also developing programs to support entrepreneurs and family businesses through future public calls, mentorship and strategic collaborations.

“Real success is measured by the positive impact we create together.”

THE NETWORK



THE FAMILY APPROVED ECOSYSTEM

One partnership. Unlimited
opportunities.

EVERY CERTIFIED PARTNER
BECOMES PART OF:

FAMILY NAVIGATOR

FAMILY DEAL CLUB

FAMILY MAGAZINE

MEDIA HOUSE

FAMILY REVIEWS

AWARDS

EDUCATIONAL
PROGRAMS

FOUNDATION

INTERNATIONAL
FAIR

FUTURE DIGITAL
PLATFORM

BEYOND CERTIFICATION

Family Approved is not simply a certification. It is a growing international business ecosystem where companies continuously improve, collaborate and build lasting trust with families.

WE DON'T ISSUE CERTIFICATES.

WE BUILT LONG-TERM PARTNERSHIPS.



WHY LEADING BUSINESSES JOIN

GREATER CREDIBILITY

STRONGER REPUTATION

INCREASED FAMILY TRUST

HIGHER VISIBILITY

LONG-TERM PROMOTION

INTERNATIONAL RECOGNITION

EXCLUSIVE NETWORKING

ACCESS TO NEW BUSINESS OPPORTUNITIES

POSITIVE SOCIAL IMPACT

CONTINUOUS BUSINESS DEVELOPMENT

BUILDING A BETTER FUTURE

Every certified business becomes part of something bigger.

TOGETHER WE RAISE STANDARDS.

SUPPORT FAMILIES.

ENCOURAGE INNOVATION.

INVEST IN FUTURE ENTREPRENEURS.

CREATE STRONGER COMMUNITIES.

LEAVE A LASTING LEGACY.



FAMILY

APPROVED

GLOBAL

BECOME A FAMILY APPROVED PARTNER

Join businesses committed to excellence, trust and the future of families.

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