

Fusion Business Services  
Sustainability  
Report

2007





Working on behalf of people,  
purpose and place, we believe if  
you measure, it will improve.



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## Fusion Business Overview

### **Services**

- Productivity measurement
- Business Strategy
- Financial Management

### **Client Markets**

- Retail
- Non-profit
- Healthcare
- Architecture and Design
- Furniture Manufacturing

### **Stakeholders**

- Clients
- Employees
- Strategic partners
- Suppliers





## Message from the Founders

Fusion Business Services supports our clients in balancing economic, environmental, and social performance. This year, we are issuing our first sustainability report to evaluate our own 2007 performance. Our direct operational impacts continue to be energy use and emissions associated with travel and office occupancy. We also focused on resource utilization and waste associated with use of paper, office supplies and technology. While our environmental footprint is small, our impact on the world is much greater.

We took the time to prepare this report for several reasons:

**To drive improvement in our own performance.** When we looked at our business, we saw opportunities to reduce our impact, as well as to improve our process.

**To show that reporting can be beneficial to all organizations, no matter what their size or type.** Small business and non-profit organizations rarely face the external pressures to report that larger, more publicly scrutinized companies do. Reporting not only meets the information requirements of external audiences; it is also a valuable tool that can help all organizations, no matter what their size, make proactive decisions to improve their performance.

**To create a reporting model that can be used by our clients.** We have created this report not only to be used as a tool for Fusion Business Services' performance improvements, but also to show that reporting is beneficial to all organizations and to create a model that other nonprofits and small businesses can use. Our goal is to see the clients that we work with develop their own sustainability reports and we will continue to refine our report to become a model these organizations can use to measure success.

We welcome feedback from all reviewers to help us improve our ongoing performance and future sustainability reporting.

Jim and Carol Pike

## Mission and Vision

### **Mission**

If you measure, it will improve.

### **Vision**

To become more sustainable every year.

### **Key indicators**

The environmental, social and economic impacts associated with Fusion Business Services operations primarily arise from the following:

- Employment of 4 staff, 2 rotating interns in 1397 square feet of office space
- Staff commuting to and from the office
- Procurement, use, recycling and/or disposal of products such as paper, office supplies and equipment, and food containers.
- Office design

### **Strategy**

Fusion Business Services is trying to report on our social and environmental impact because we understand the important role business has to play in creating a more sustainable future. As a small business we have been involved in the West Michigan Sustainable Business Forum, the West Michigan United States Green Building Council Local Chapter and the Grand Rapids Community Sustainability Partnership for several years. We feel it is the next logical step to create a report of our sustainable performance for several reasons, first to create open dialog for our stakeholders on our performance, second to help educate stakeholders on the relevance of sustainability reporting and third to create a benchmark for improvement. This is our first sustainability report and our reporting period is for the 2007 fiscal year. We anticipate reporting on an annual basis.

## Company profile

Fusion Business Services is a for-profit privately owned company offering business strategy, financial management and productivity measurement. Located in Grand Rapids Michigan, we help our clients make evidence based business decisions. The two founders have more than 25 years experience in finance and work environments. In addition to the founders Fusion has one full time employee, one part time employee and two interns. Not including our interns, who rotate according to school schedules we are one third male and two thirds female. Our racial makeup is 100% Caucasian, we would like to increase our diversity and we address this in our long term goals.

### **Organization**

Fusion Financial Services has supported businesses and non-profits with complete controller services, tax work and business consulting. ESJ Design built its reputation on designing work environments to support business. By merging these two businesses in June 2007 they have combined their knowledge and years of experience to support organizations at their very core with business strategies, productivity measurement, and financial management.

### **Client profiles**

Our client relationships at Fusion Business Services are based on trust and we take their success personally. Fusion Business works with small to medium size organizations in non-profit, healthcare, retail, support services and manufacturing sectors.

## Goals

### Short Term

- Become members of the Entrepreneurial Resource Network which supports local business depending on one another for resources
- Distribute sustainability report and get feedback from stakeholders
- Official code of ethics and values
- Business travel to include client meetings, air travel and conferences to better understand carbon footprint.

### Long Term

- Increase ethnic, socio-economic and gender diversity
- Replace existing equipment with Energy Star rated equipment when life of products is over
- Green cleaning program
- Environmentally preferred purchasing program (local)
- Catering policy for locally grown food
- Increase diversity in employment
- Investigate ways of reducing carbon footprint through changing habits and offsetting.

## Policies and Management

### Sustainability at Fusion Business

#### Professional Affiliations and Volunteer work

All employees at Fusion Business Services are encouraged to participate in professional organizations, many of which encourage the growth of sustainable business practices. Some of the organizations we belong to include the West Michigan Sustainable Business Forum, the Grand Rapids Community Sustainability Partnership, Local First (which promotes and supports locally owned business) and Rotary Club.

#### Our office

Fusion Business Services is based in a 100 year old building in downtown Grand Rapids Michigan. Our building is located in a Grand Rapids "Renaissance Zone", which being virtually tax free for a set amount of time is a powerful market-based program designed to spur new jobs, investment, and redevelopment in designated urban areas. Having been a brewery, the building has been converted into urban office suites and is located less than a half mile from the Grand Rapids bus station The Rapid. Our suite maximizes the use of existing architectural features such as exposed brick and wood columns. 75% of our lighting is florescent and is controlled easily by each individual. All our paint is low VOC and our carpet is modular making it easy to reuse and move, which we have done. Every employee has a seated view to the outside and all windows are operable. Our furniture is flexible and easy to move so we are able to adapt to business changes with little or no waste. Herman Miller Resolve workstations are Greenguard Certified and filing, seating and tables were either bought used, refurbished or from our previous office space.

## Environmental impact

Our energy use includes heating and cooling our space, lighting, 6 computers, one printer/fax/copy machine and two beverage refrigerators. We have one café and one bathroom.

### **Energy**

Fusion Business Services uses approximately 5.268 Metric Tons of CO2 per year to heat and cool our space.

### **Water**

As a leasing tenant, Fusion Business Services currently does not have the means to measure water use separately.

### **Waste**

Fusion Business Services uses double sided printing and recycles all of our paper, cardboard, metal, glass and plastic. We use paperless filing and billing whenever possible.

### **Business Travel**

Business travel includes employees commuting to and from work. Fusion Business Services used 6.4 metric tons of CO2 in 2007.

## Social Impact

### **At Fusion**

We are very committed to promoting ethical practices and working in a way that improves the quality of life for our workforce, their families as well as of the local community and society at large. Employees at Fusion earn compensation comparable to industry standards and Fusion interns earn at a minimum 30% more than the Michigan minimum wage. During the reporting period no employees have left Fusion. All employees receive regular performance and career development reviews. New employees start out with a three-month and six-month review. As a small office based, service based organization, Fusion does not operate under Occupational Safety and Health Administration regulations. Regardless, employee comfort and safety remains a high priority and we have had no on site accidents or injuries. Fusion Business Services is involved with local universities and incorporates a very successful intern program. Students from local universities have a chance to work in their field and network with professionals. Location of our office is close to the downtown campus of GVSU and Seidman School of business.

### **Community Outreach**

West Michigan has a rich history of philanthropy. Fusion is involved in local community programs and donates time, money and/or goods and services to the following groups:

Rotary  
Safe Haven Ministries  
Very Special Arts  
The Children's Assessment Center  
UICF

We work where we live  
and love what we do. It's  
not just business, it's  
about trust and  
transparency.

Thank you for reading.





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