



the image
shoppe

TIS LIFE

SUSTAINABILITY REPORT

2017 ANNUAL REPORT

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WELCOME!

When The Image Shoppe started building and managing brands in 2003, we had a vision of being more than just another marketing firm. We wanted to create genuine partnerships, rather than relationships with expiration dates. While branding, marketing and design services were our primary offerings, our values reached beyond creating solutions for our clients and making a profit; we wanted to impact our community and planet as well.

Since officially becoming a certified B Corporation in 2016, we've taken our sustainability efforts to another level by tracking our practices so we can more easily identify areas for improvement. We present a summary of these efforts in this Sustainability Report.

At The Image Shoppe, we place a high value on transparent brands, and especially uphold this standard for ourselves. With this Report, we hold ourselves accountable to our commitment to sustainability and

using our business as a force for good for our employees, community and planet.

We are always open to questions, comments and feedback.

Please contact us with your feedback at kt@theimageshoppe.com.

Your Brand Allies & TIS Partners,

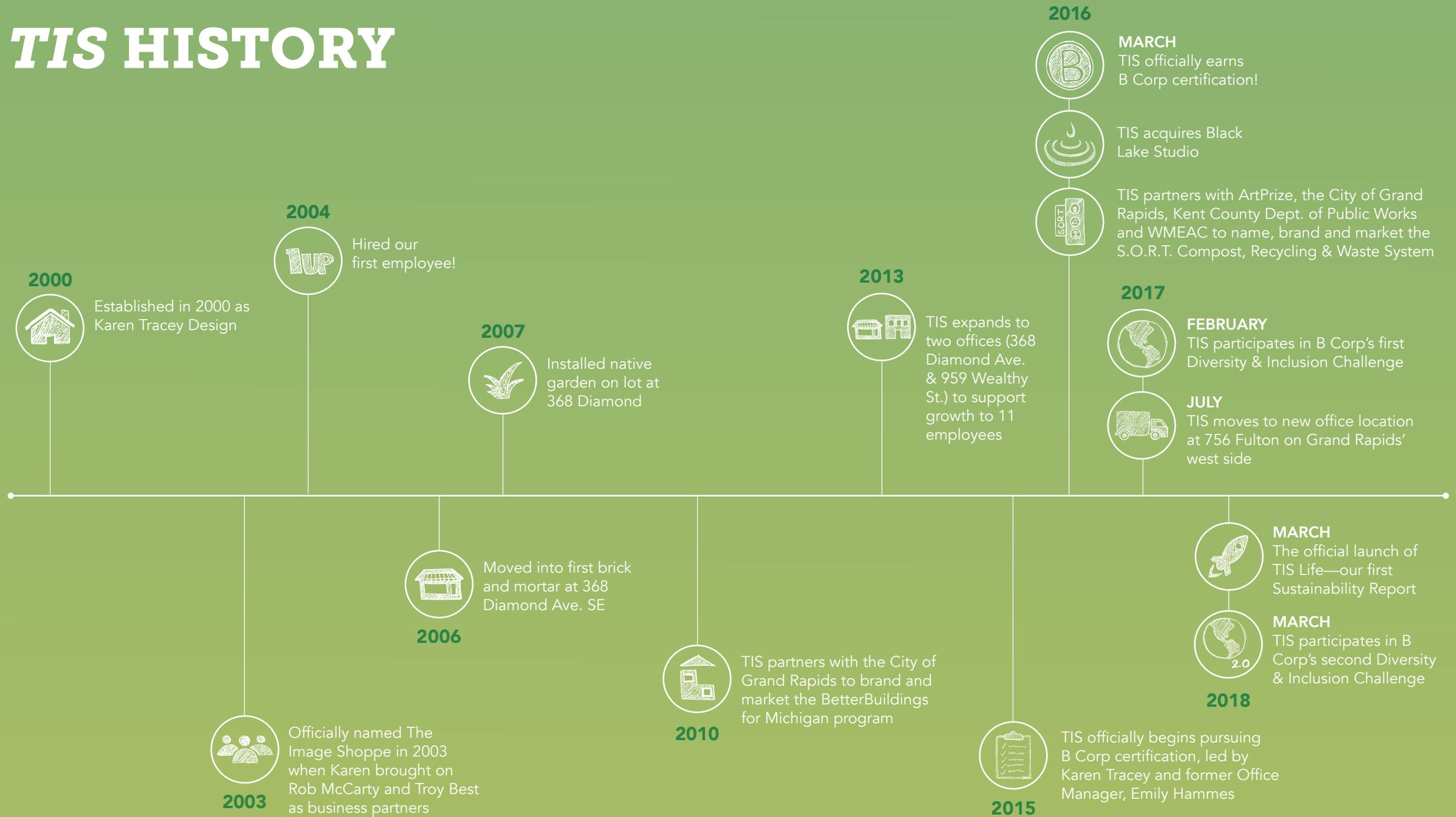
Rob McCarty MANAGING PARTNER

Karen Tracey VP CREATIVE SERVICES

Troy Best VP CLIENT RELATIONS



TIS HISTORY



B CORP SUMMARY

WHAT IS A B CORPORATION?

A Certified Benefit Corporation (B Corp), is a for-profit business certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability and transparency. Certified B Corps are guided by the triple bottom line in their business, concerned with not only making a profit, but also doing the best for their employees, community and our planet. Learn more by watching this 2-minute video on the [official B Corp site](#).

WHY DID TIS BECOME A CERTIFIED B CORP?

From day one, TIS has operated with the triple bottom line in mind: using business to not only benefit our employees and make a profit, but also to benefit our community and planet. With this being our priority, we made a point to stay consistently mindful of our business practices, our consumption, and proactively seek new opportunities for partnering with community members and organizations.

The triple bottom line is what unifies B Corporations across the globe. While serving in hundreds of industries, the 2,000+ B Corporations (and counting) are all dedicated to using business as a force for good.

WHAT MAKES TIS B CORP-CERTIFIED?

From our initial opening 15 years ago to where we're at today, TIS has taken several steps to being a force for good in our community. Here are just a few examples of how we pledge to "B the change" in our community:

- Implementing a rigorous recycling and composting program for proper disposal of our resources
- Serving/volunteering with various Grand Rapids organizations, such as Local First, Equity Drinks, WMEAC, Well House, Grand Rapids for Animals, Friends of GR Parks, among others
- Being responsible employers by paying our employees competitive, living wages not less than 50% of executive salaries
- Sourcing recycled and alternative fiber papers for print pieces
- Creating an "employee resource fair" to give small-business employees the opportunity to be as financially stable as possible (e.g. life insurance, retirement planning)

B IMPACT REPORT

Certified since: March 2016

	TIS Score	Median Score
ENVIRONMENT	14	7
WORKERS	25	18
CUSTOMERS	3	n/a
COMMUNITY	36	17
GOVERNANCE	7	6
OVERALL B SCORE	86	55





**B a Force for
Good for
*Our Planet***

ENVIRONMENT

The Environment section of the B Corp Assessment evaluates a company's environmental performance based on several different factors. The applicable factors for TIS include:

- Our office building
- Materials, resource & energy use
- Energy emissions (from our building, transportation to/from work, etc.)

TIS SCORE = 14

MEDIAN SCORE = 7

While we strive to be as sustainable as possible in all areas of business, we put a strong emphasis on the Environmental aspect. TIS believes that these habits are a fantastic starting point for any organization or person looking to implement more environmentally-friendly practices in their everyday lives—both professionally and personally.

► Recognize the symbols you see here? TIS partnered with the City of Grand Rapids, Kent County and ArtPrize to create an improved waste management system for Grand Rapids events—S.O.R.T.—which was launched at the Grand Rapids Hispanic Festival 2016 and ArtPrize Seven. These icons have been adopted as the standard for all Grand Rapids events—a contribution we're incredibly proud of!

TIS Environmental Achievements

WASTE MANAGEMENT

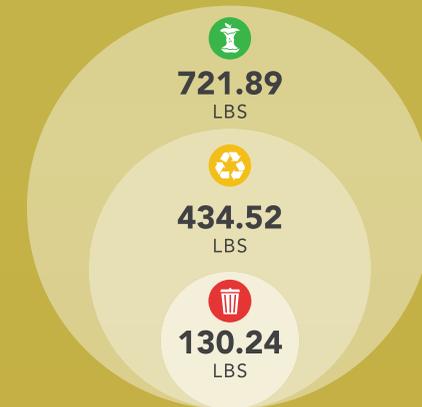
Since we officially became a Certified B Corp in March 2016, TIS has been weighing and recording our compost, recycling and landfill waste on a weekly basis.

In July 2017, we officially moved into our new space on Grand Rapids' West Side! Previously coming from a LEED-certified building with composting on-site, we knew we'd have to put forth an extra effort to ensure we continued our earth-friendly efforts.

We've initiated the following since our move:

- Converted our office building to green/compostable cleaning supplies and products
- Transitioned the building to a waste system leading with recycling and composting
- Encouraged and trained our neighbors to participate in utilizing the recycling and composting bins

Since April 4, 2016, we have accumulated:



In 2017 alone, we have accumulated:



THE BREAKDOWN

1,286.65 lbs. of total waste since April 4, 2016



ENVIRONMENT

cont'd

ENERGY USAGE

Not only do we use all LED lightbulbs and other energy-efficient lighting solutions, we are extremely conscientious about our energy usage habits. We utilize natural sunlight as much as possible, unplug appliances and electronics when not in use, etc.

SUSTAINABLE SOURCING

TIS is very intentional about where and from whom we source our materials, products, food, and more.

Whenever possible, we source:

- Recycled/compostable paper products for business cards, print pieces, etc.
- Soy-based and water-based inks and biodegradable coatings
- Green cleaning products
- Primary vendors within a 10-mile radius
- Locally sourced and produced products
- FSC-certified paper products if recycled/compostable products are unavailable

A few of the local vendors we work with:

- **All Quest Printing:** Printing needs
- **Grand Rapids Coffee Roasters:** Coffee
- **New City Urban Farm:** Farm share/produce
- **PriorityHR:** HR Services
- **DesignEdge:** Signage Services

We are constantly striving to do better for our environment at The Image Shoppe. Take a peek at some of our short-term and long-term goals pertaining to our Environmental impact below.

SHORT-TERM ENVIRONMENTAL GOALS

- Re-establish goals/standards to accommodate our new space
- Reduce landfill waste by 50% in 2018



LONG-TERM ENVIRONMENTAL GOALS

- Achieve maximum 2% landfill waste by 2020





B a Force for Good

For Our Workers

WORKERS

The Workers section of the B Corp Assessment evaluates how well a company treats its employees through compensation, benefits, training, ownership opportunities, and so forth.

TIS SCORE = 25

MEDIAN SCORE = 18

As a small business, the TIS team is much more than a group of employees—we are a second family. With a strong emphasis on doing good for our people, we have worked tirelessly to ensure each and every TISer is paid at or above market rate, has access to excellent healthcare, among several other benefits.

TIS Worker Achievements

We are proud to offer the following benefits to all TIS employees:

- Payment at market-rate value or above
- The highest-paid TIS employee is paid less than two times the salary of the lowest-paid TIS employee
- 100% of TIS employees take advantage of the healthcare plan provided by TIS which covers 85% of all healthcare costs
- TIS encourages promoting from within and developing its team professionally for advancement in their careers
- TIS employees have lots of job flexibility, including flexible hours, the ability to work off-site, pursue other passions and extra curricular activities, and volunteer during work hours

SHORT-TERM WORKER GOALS:

Although we're proud of what we currently provide for our employees, there's always room for improvement. We plan to:

- Continue to expand our professional development policies by supporting more TISers financially to attend educational seminars, conferences, classes, events, etc.
- Encouraging more professional development within job role, including more internal promotions and advancement opportunities

**B a Force for
Good for**

Our Community



COMMUNITY

The Community section of the B Corp Assessment appraises a company's impact on its community based on its supplier relations, diversity, community service, charitable giving, and so forth.

TIS SCORE = 36

MEDIAN SCORE = 17

The Image Shoppe is heavily invested in the Grand Rapids community, and many of our employees are well-known and actively involved in several organizations outside of work.

TIS Community Achievements

- TIS volunteers together as a company at least once per quarter for organizations including *Friends of Grand Rapids Parks, Local First, Well House, WMEAC, Equity Drinks, and more*
- TIS employees are on the board or actively involved in organizations including *WMEAC, Equity Drinks, Equity PAC, GreenMichigan.org, Well House, The Cook Leadership Academy at The Hauenstein Center, Grand Rapids for Animals, and Kentwood Public Schools Educational Foundation.*
- TIS has completed pro-bono branding- and marketing-related projects for various non-profit organizations, including *Well House, GreenMichigan.org, New City Neighbors, Equity PAC, Local First, Dollars for Dylan,* among other organizations who do wonderful work
- In 2017, TIS made **Diversity & Inclusion (D&I)** a top priority by drafting an official D&I policy regarding our clientele, hiring practices, etc.
- We support **local vendors, suppliers, purchasers,** etc. as much as possible at TIS

While we're already heavily invested in our local community, we are constantly striving to do better for and benefit our community in new ways every day.

SHORT-TERM COMMUNITY GOALS

- Diversify the organizations where we volunteer our time and services
- Dedicate more time to educating Grand Rapids' youth through our new partnership with Grand Rapids Public Schools

LONG-TERM COMMUNITY GOALS

- Properly educate and prepare staff for implementation process
- Implement the policies we put into place, reassess and adjust accordingly



**B a Force for
Good with
*Our Values***

GOVERNANCE

The Governance section of the B Corp Assessment is all about accountability and transparency in the company's mission, stakeholder engagement and implementation of its policies and practices.

TIS SCORE = 7

MEDIAN SCORE = 6

Transparency is one of our top priorities at The Image Shoppe—transparency in our everyday practices, our values, our financials, and so on. The Governance section holds us accountable to remaining transparent with our employees and to the public, while evolving and growing over time.

TIS Governance Achievements

TIS has formalized its Mission, Vision, Positioning, and Diversity & Inclusion statements for public viewing. These statements are as follows:

MISSION

We want to be a Brand Marketing Ally—the go-to resource for spirited organizations who have compelling stories to tell. We support an inclusive culture, a process that works, and a commitment to the triple bottom line.

VISION

To work as a Brand Marketing Ally for companies who we respect, and who—like us—value diversity, inclusion and the triple bottom line.

POSITIONING

TIS is a Brand Marketing Ally who's inspired to be a lifelong partner for our clients, community and planet. We go all-in to help businesses create transparent brands that engage their audiences openly.

DIVERSITY, INCLUSION & EQUITY

It is important for us to be a company who is inclusive and responsible in creating and supporting a more equitable and just community and city. We support our community's equity movement with leadership on the Equity Drinks team and as a partner with Equity PAC. We also invest in training and policies to educate our team on this topic.

While we strive to be as transparent as possible here at TIS, there is always room for improvement. Take a peek at some of our short-term and long-term goals pertaining to our Governance impact below.

SHORT-TERM GOVERNANCE GOALS

- Use this Sustainability Report as a benchmark for improvement in the coming years

LONG-TERM GOVERNANCE GOALS

- Implement a more thorough Employee Development Program
- Implement a formal performance review for the TIS management team

THANKS, FOLKS!

We would like to thank not only the folks like you who care about the sustainability efforts we've put forth here at TIS, but also to our employees for upholding the values of TIS Life every day—in and outside the office. Without our badass TISers, we could not have accomplished all that we have up until this point.

We look forward to continually improving our practices in both our professional and personal lives and can't wait to see what we can achieve together in the upcoming years!

Questions? Contact us!

The Image Shoppe

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