

MSM Fininco AG has been a member of UN Global Compact since May 2003. Together with the law firm Martin Rechtsanwälte, the company is one of two core members of the MSM Group in Winterthur, a multidisciplinary team supporting mainly business customers with management consulting, selected financial products, legal advice and administrative and infrastructure support. Clients are predominantly medium sized Swiss companies and enterprises of all sizes from abroad. MSM Group comprises around 30 partners, employees and part time workers.

MSM's philosophy leads to success by considering the important factors of sustainable business: economics, human resources and environment.

#### *Economics*

During the Group's first six years, many of the resources had to be invested in the development and growth of the business. Considerable results towards sustainability can be shown and were achieved on a low budget. Last year was a particularly demanding but successful phase for MSM Group, mainly due to a re-organisation and strengthening of the team. Now the group operates with a strong and motivated spirit for the further sustainable growth.

The business administration team of the existing managing partners Urs von Arx (Leadership), Johannes Fehr (Private equity) and Cristina Bintintan (Marketing) was completed with Reinhard Stahel (Consulting for public entities) and Reto Cavegn, a junior consultant, joining the team. Josef Skramlik (lic.iur., Uni ZH) and Camelia Costea, an attorney from Romania joined our legal team. Two new members join the office services team. A new "Personal Client Services" (PCS) team was built up, managed by Irina Cernova Burger. The commitment for sustainability is considerably stronger in the re-shaped team.

In MSM's standard business (for Swiss and foreign corporations), as well as in the venture areas (start-up support, new markets) the rise in the percentage of clients moved towards sustainability. Clients with non-sustainable activities (e.g. car racing) were not accepted.

MSM's activities in new markets (start-ups and Eastern Europe) moved ahead. In Moscow, MSM SwissConect OOO (limited liability company) was created. Russia and CIS are the first target markets for the PCS Team. Two freelancers in Ukraine and one Ukrainian lawyer here belong to our team and, in Romania, two administrative assistants work for MSM. In all these markets, MSM achieved first customer relations. The activities in Eastern Europe will reach break even next year. In all these activities MSM follows a strict sustainable policy, taking into account that its business in these markets grows more slowly as a result.

## *Social*

The most important aspects that the group considers are:

- MSM tries to provide partners and employees with the best conditions of work and a friendly working environment
- MSM offers its employees support in their further education. Moreover, MSM has two apprentices and one or more trainees always working with the team
- MSM participates as sponsor for some cultural and sport events (e.g. Pfadi Winterthur Handball, Theater Leinelos)
- MSM organises social events for its employee on a regular basis: after work drinks once a week, a skiing weekend. The highlight of 2006 was the visit to the Research Institute of Organic Agriculture FiBL in Frick.

## *Environment*

A cooperation with the sustainability department of the local business school ZHW has been developed. Two main objectives were defined: an analysis and consulting offer for Swiss SMEs and the same for one of the MSM's "new markets" (Russia or Romania). After a short comprehensive analysis of the enterprise, an area of potential should be found where sustainability can be rapidly and profitably improved.

Other relevant aspects:

- MSM neither gives nor pays for parking space at the office, neither for partners, employees or clients.
- Strict procedures regarding waste disposal are in place. All waste is separated and recycled if possible, using the excellent public infrastructure.
- Special switches for all electronic equipment have been installed, so that the standby/overnight use of electricity is minimal.
- MSM is a collective member of the Swiss car-sharing system "Mobility": all partner and employees can rent cars at low prices and also for private purposes.

Dr. Jürg Martin

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