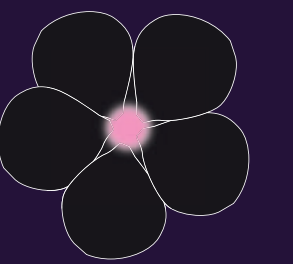
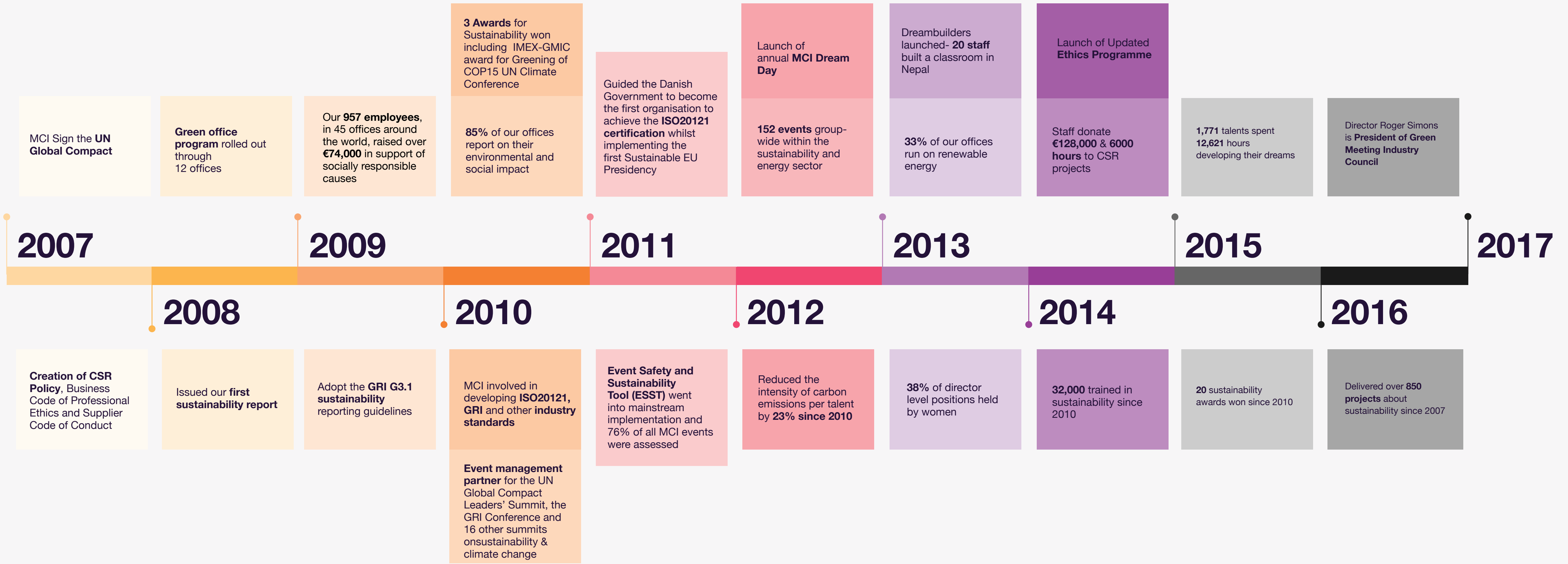


**D**ecade of **10**  
*Dedication*



mci

# Progress *Milestones*





# 10 Years of Impact *Example Projects*



2007

- COP13 - UN Climate Change Conference Bali



2010

- United Nations Global Compact Summit  
- Global Reporting Initiative Conference



2013

- Bristol European Green Capital  
- B4E & Responsible Business Forum  
- Global Reporting Initiative Conference  
- Schneider Electric  
- Las Vegas Sands Corporation



2008

- World Water Week



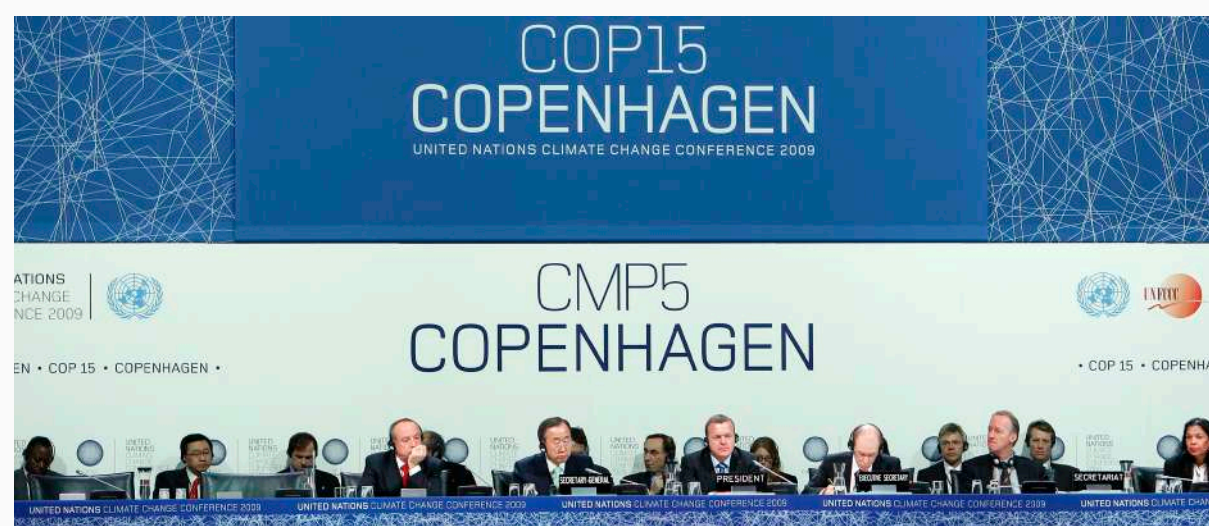
2011

- Global Reporting Initiative Conference  
- Asian Business Summit on Climate Leadership  
- World Recycling Convention and Exhibition



2014

- B4E & Responsible Business Forum  
- Engineers Australia  
- Symantec  
- Nordic Forum – New Actions on Women's Rights  
- The Orange Babies foundation



2009

- World Business Summit On Climate Change  
- COP15 – UN Climate Change Conference Copenhagen



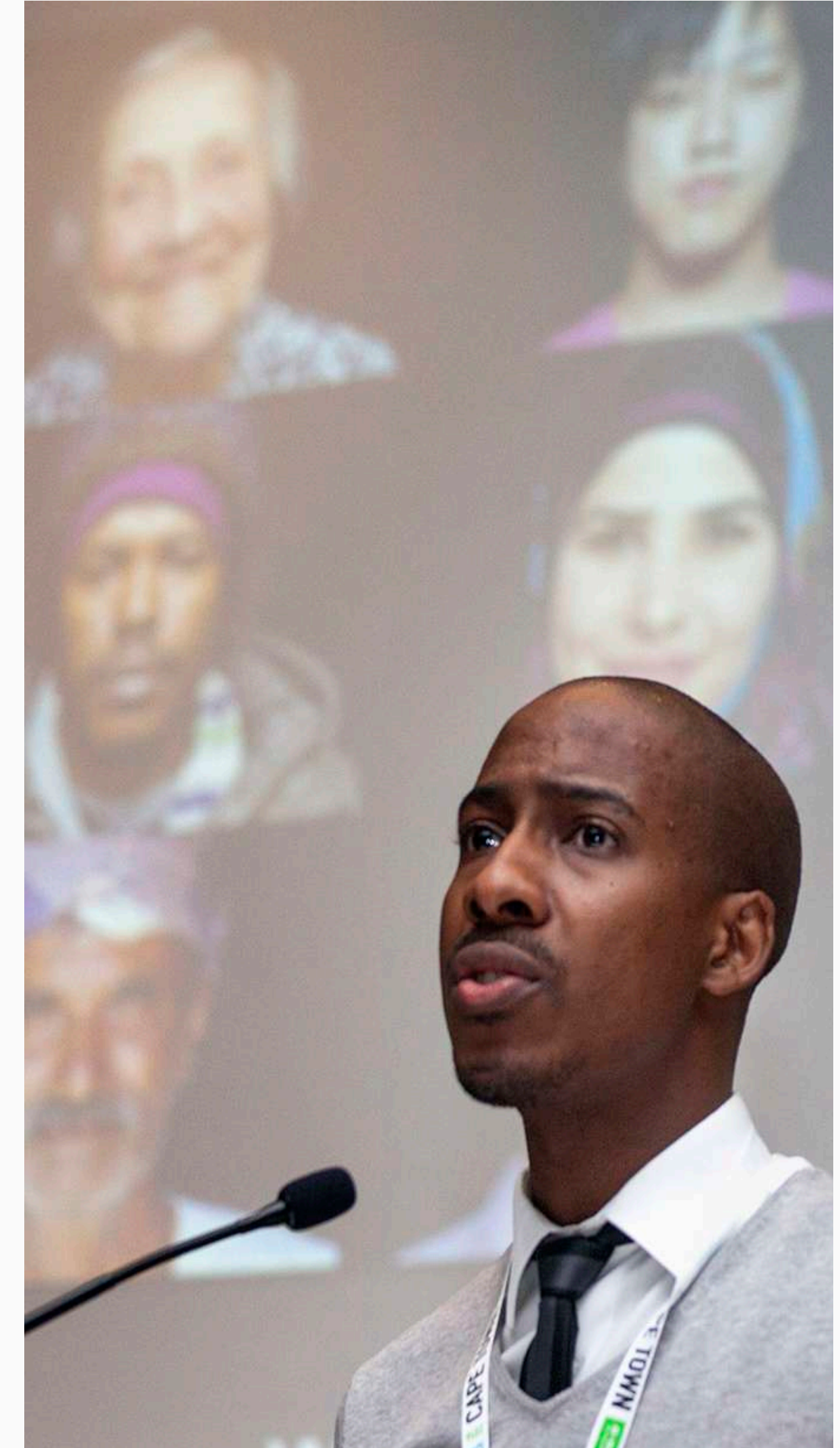
2012

- Danish EU presidency  
- Rio+20 UN Global Compact Business Forum  
- United Nations COP 11 Biodiversity  
- Diversity & Inclusion in Asia 2012 Conference  
- Australian Conference on Sustainability and Integrated Reporting



2015

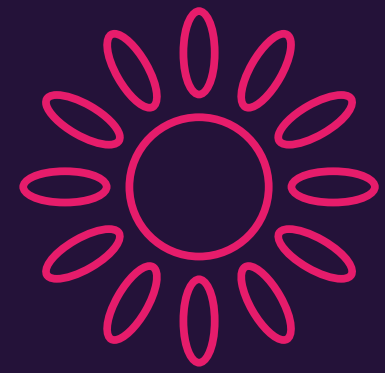
- Danish Maritime Forum  
- Down Syndrome International (DSI)  
- European Wave and Tidal Energy Conference (EWTEC)  
- World Environmental Education Congress



2016

- Sustainable Brands Sydney & CapeTown  
- World Congress on Intelligent Transport Systems  
- Global Reporting Initiative Conference  
- SAP





**32%** of our offices running on sustainable energy



**12% reduction** in carbon emission intensity since **2010**



**74%** of all MCI events assessed for security and sustainability risks



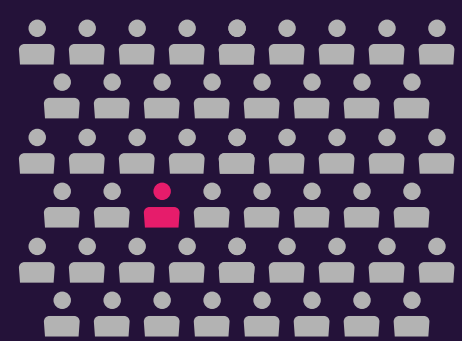
**18,925 hours** of staff volunteering, raising **€5.7Million** for **468 community projects**



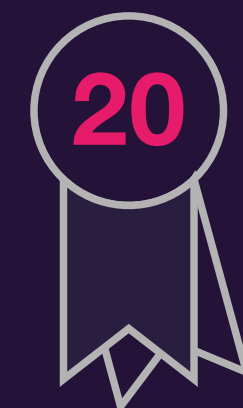
**33,361** clients and suppliers trained since **2007**



**39%** director level positions above held by women



**850** environmental, social and governance (ESG) and energy related events managed



**20** sustainability awards won



**100%** of Preferred Partners and **22%** of entire supply chain subscribe to Sustainability Policy

## Spark to a Flame

Our sustainability journey began in 2006, when MCI organised the European Growth Summit in Barcelona, inviting Al Gore as keynote speaker.

Still relatively unknown for his environmental work, ex Vice-President of the US, Gore shared his view of an “Inconvenient Truth,” referring to the perilous state of the planet and future climate change challenges.

In that moment the MCI board – present at the event – decided that we needed

to develop and launch a comprehensive sustainability strategy. Since then, we have not stopped learning, improving and innovating.

This report – which marks the 10 year anniversary of our sustainability programme – distils our journey, and how we have come to turn our People, Planet, Profit Strategy into a fundamental pillar of our culture and a competitive advantage for MCI.

“It’s humbling to see how our little CSR initiative has grown to become a core pillar of MCI’s culture, a competitive advantage and a driver of growth and innovation.”

**Guy Bigwood**  
Group Sustainability Director - MCI HQ

## A Team Effort

Since inception MCI’s sustainability programme has been managed by Group Sustainability Director, Guy Bigwood and a team of passionate sustainability experts. The programme is actively supported by MCI’s CEO and Executive Management team.

However, it is our global team of over 100 dedicated and passionate Sustainability Champions who have brought our programme to life locally, creating and executing a plan which makes sustainable business fun, real and tangible. It is these champions that drive the performance within the office and bring additional value for our clients and talents.



## Impact through Influence

We want to actively play a part in making a better world, and believe that with our market size and reach we have an obligation and opportunity to use our influence and resources to accelerate change.

Core to delivering on this vision of sustainability is the engagement and activation of our suppliers, and collaboration with the global meetings and events industry.

By implementing sustainability training, policy and communication tools every year we have increased vendor sustainability compliance to 22% of our total supply chain - within which 100% of our preferred global partners are now compliant.

Since 2007 we’ve delivered training and education to over 33,461 suppliers, clients and competitors. We have come to realise that through partnerships we are able to do a lot more than we could do alone.

### Supplier Sustainability Targets

Goal	Target Year	2016
100% of suppliers compliant with MCI Sustainability Code of Conduct	2018	100% of global preferred suppliers
100% of offices undertaking sustainability reporting & having a Comprehensive Sustainability Plan	2020	74%
20% carbon emissions reduction per talent from 2010	2020	10%
100% of our offices (over 20 people) using renewable energy	2020	32%



“We have been progressively making sustainability a core part of how we assess, select and manage suppliers to become partners at MCI. Our offices are increasingly understanding the importance of sustainability in the supply chain.”

Our spend with local suppliers who have adopted our code of conduct increases year on year by 8%. I am proud to say that it’s now a key requirement of doing business with MCI.”

**Neil Redmond**  
Group Procurement Director

## Reducing Our Footprint

MCI has grown financially by over 180% since 2010 significantly expanding on our geographical reach. In this time we have reduced our carbon emissions intensity by 10%. Today each talent at MCI produces an average of 3.67 tons of CO2.

So far we have migrated 32% of our offices onto renewable energy and, in 2016, we proudly opened our new HQ and Geneva

office – which is powered by Geothermal and Solar energy.

By 2020 our goal is to reduce our carbon emissions by at least 20% from the 2010 baseline year, to offset our impact making our operations 100% carbon neutral whilst simultaneously moving all our offices onto renewable energy.





## *Leading the Professionalisation of our Industry*

For the last ten years we have been driving our industry towards increased collaboration and action about sustainable events. We have been pioneers and champions of sustainability standards that span from our early adoption of the British Standard 8901, the first international sustainability standard, to the development of the Copenhagen Meetings Protocol and implementation of the ISO20121 international standard used at the London Olympics and every games since.

Members of our team sat on the Technical and Advisory Committees that created both the ISO 20121 standard, the GRI Event Organisers Sector Supplement and five national sustainable events standards.

Our Sustainability Directors Guy Bigwood and Roger Simons have both held the President role at the Green Meetings Industry Council and continue to lend their support to key sustainability initiatives leading the professionalisation and transformation of our industry.



## *Taking an Entrepreneurial Approach*

The global movement to a low carbon and more sustainable economy is creating new opportunities for business all around the world. MCI is investing in new joint ventures and partnerships to develop new communities and events that will accelerate the move to a more sustainable world.

Example projects to date include the development of Smart Cities Weeks in the

US to promote more liveable, sustainable and workable cities; the Congress on Intelligent Transport Systems in Australia to advance mobility by saving lives, protecting the environment and driving down cost efficiencies; and Sustainable Brands – a global community of business innovators who are shaping the future of commerce world wide.



## *Guiding Corporations in event sustainability*

Since the creation of our Sustainability Services department we've understood that one of the greatest impacts we can have is to support our clients to deliver more sustainable events. By giving them the tools to manage and improve we empower them to organise thousands of events across the world in a responsible way.

We've been proud to support some of the leading corporates of the world on their sustainable event journey, from Novo

Nordisk, Banco Santander, Schneider Electric through to IHG and Booking.com.

We are particularly proud of our work with Symantec and SAP where we've created a company wide sustainable events framework allowing others to replicate true sustainable events worldwide.

## *Bringing the world together to meet global challenges*

Man has never progressed without meetings, from gatherings of the worlds' greatest scientists to peer reviewing each others work to the signing of peace treaties and global agreements.

MCI has been the proud partner of a number of instrumental events protecting the future of our planet and striving for diversity and equality.

From partnering year on year with the United Nations Global Compact to signature events like the COP 15 Climate Conference and the COP 11 Conference on Biodiversity, to pioneering regional initiatives like the Nordic Forum – New Actions on Women's Rights and the World Microcredit Summit. We actively seek to work with the leaders wanting to bring people together to solve global challenges.



## *Driving Development of Sustainable Destinations*

Throughout our journey we have learnt that the sustainable performance of a host destination is a critical factor in making the event more sustainable. To accelerate the development of sustainable destinations, our consulting team has specialised in inspiring and supporting convention bureaus and destination marketing organisations (DMO) to develop environmental and social sustainability strategies and initiatives.

We have worked with over 40 DMOs including the Korean Tourism Organisation, Wonderful Copenhagen, Singapore Tourism Board, Thailand Convention & Exhibition Bureau, Gothenburg and the Costa Del Sol.

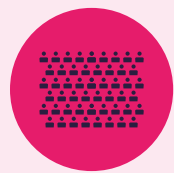
In 2012 we partnered with ICCA Scandinavia to deliver the industry's first sustainable destination region and benchmarking tool. In 2016 this collaboration blossomed into the *Global Destination Sustainability Index*.



## Community Action

We believe in the importance of giving back to the communities which host our events and operations. Every MCI Talent is encouraged to take at least one day of MCI time to support community action programmes. Since 2010 MCI talents have raised over €5.7 million for 468 community projects around the world, investing 18,925 hours of time and energy.

To help MCI staff implement community projects, we created the “Power of Action” framework to guide our local offices in choosing and working with the right partners wherever they are in the world. Each year we engage with our talents and ask for their input into the MCI Sustainability Strategy. This input was distilled into three clear criteria for developing community projects:



### Building Community:

does the project create links and relationships that will bring benefit to people and societies by facilitating business, creating networks, offering guidance and providing development assistance and/or infrastructure?



### Education:

will the scheme provide enhanced access to information, which, in turn, can stimulate life chances for audiences in need of improved opportunities?



### Fun:

is the enterprise engaging and positive, providing participants with buoyancy of spirit, increased optimism, hope and esprit de corps?



“ Our broad focus of People, Planet, Profit has enabled us to make important strides in making MCI more ethical, sustainable and impactful in contributing to society. Its so inspiration how our teams around the world are supporting their local community. ”

**Roger Simons**  
Regional Sustainability Director



## Dreambuilders

Started in 2013 to support the development and construction of education facilities in Nagarkot, Nepal, Dreambuilders is the MCI Group project which brings together MCI Talents from around the world in the spirit of volunteerism.

Over the last 4 years, MCI has sent 53 Dreambuilders from around the world to Nepal, raised €53,500, built 5 classrooms, painted a library, roofed 2 buildings and funded the salary of a teacher for 2 years.



## Nelune Foundation

For the last 10 years, MCI Australia has been organising an annual charity gala dinner for the Nelune Foundation – an organisation which raises funds to help patients fight cancer with dignity.

As a result of the team's amazing efforts the 2016 ball raised almost €2 million for the foundation, adding to a total of €8.3 million that MCI Australia has helped raise for cancer research and patient services.



## MCI Academy

The MCI Academies are annual training events designed to support skill and knowledge development of our talent. During these events we believe its critical to engage the MCI family to give back to our host destination. For the MCI Academy in India we supported “Make a Difference” (MAD) – a non-profit that empowers youth in orphanages and shelter homes.

Our teams packed and donated 200 toiletry and stationery kits, and then visited one of MADs affiliated orphanages to deliver sessions on health, hygiene, creative and career development to over 100 youths.



## Womanity

MCI Geneva and Dorier provide pro-bono event support to the Womanity Foundation and their annual gala event. Attracting a select and enthusiastic crowd, MCI helped to raise a record amount of nearly CHF 1.5 million during the evening. These funds are entirely dedicated to activities supporting the development of disadvantaged women and girls in Afghanistan, Brazil, Haiti, India, Israel, Morocco and the West Bank.



# Champions of Change

 <p><b>Keiko Nishimoto</b> Japan</p>	 <p><b>Becci Reid</b> Australia</p>	 <p><b>Sandrine Castres</b> Spain</p>	 <p><b>Yanina Gadea</b> Argentina</p>	 <p><b>May Au</b> Hong Kong</p>	 <p><b>Sylvie Neves</b> Czech Republic</p>	 <p><b>Erica Fawer</b> Switzerland</p>	 <p><b>Rabiah Kadir</b> Singapore</p>
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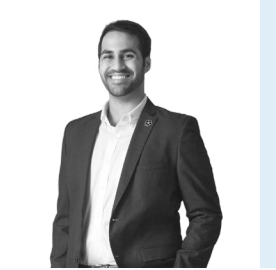

 <p><b>Mollen Wang</b> China</p>	 <p><b>Zara D'Souza</b> India</p>	 <p><b>Suzanne Best</b> Australia</p>	 <p><b>Huguette Andreoli</b> Netherlands</p>	 <p><b>Gina Van Dijk</b> Brazil</p>	 <p><b>Kavitha Prabhu</b> UAE</p>	 <p><b>Michael Luehrs</b> Sweden</p>	 <p><b>Bertrand Mbiaffie</b> Belgium</p>
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 <p><b>Alisha Tina</b> Malaysia</p>	 <p><b>Analu Fischer</b> Brazil</p>	 <p><b>Evija Bendere</b> Switzerland</p>
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## CHAMPIONS OF *MCI Sustainability*

The success of the MCI Sustainability program is down to a group of over 100 individuals in our offices that engage and activate our colleagues, suppliers and clients. These are some of our heroes who have brought sustainability to life over the last decade.

 <p><b>Nora Estela Gonzalez</b> Argentina</p>	 <p><b>Pranav Sethaputra</b> Singapore</p>	 <p><b>Lionel Callaert</b> Switzerland</p>
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 <p><b>Helen Martin</b> Republic of Ireland</p>	 <p><b>Marina Saya</b> Switzerland</p>	 <p><b>Céline Soulier</b> France</p>
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 <p><b>Florence Bernardoni</b> Belgium</p>	 <p><b>Sherwin Gentle</b> Netherlands</p>	 <p><b>Anni Moyal</b> Hong Kong</p>
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 <p><b>Erin Rypstra</b> Canada</p>	 <p><b>Luciana Evangelista</b> Canada</p>	 <p><b>Julia Ashton</b> Belgium</p>	 <p><b>Ekta Sawhney</b> India</p>	 <p><b>Margherita Rugiadi</b> Italy</p>	 <p><b>Maria Rothstein</b> Sweden</p>	 <p><b>Emmanuel Andre</b> Switzerland</p>	 <p><b>Joelle Zumwald</b> Switzerland</p>
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 <p><b>Trine Steffensen</b> Denmark</p>	 <p><b>Rashid Toefy</b> South Africa</p>	 <p><b>Matthias Kuehne</b> Germany</p>	 <p><b>Lina Ismail</b> Malaysia</p>	 <p><b>Vivian Ngalo</b> South Africa</p>	 <p><b>Bonnie Ribeiro</b> Netherlands</p>	 <p><b>Sandra Way</b> United Kingdom</p>	 <p><b>Jacqueline Choy</b> Singapore</p>
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*The UN Sustainable Development Goals are a roadmap for a better, more sustainable, equal and fairer world. We want to help make that world a reality.*

Launched in September 2015, the UN Sustainable Development Goals (SDGs) define global sustainable development priorities and aspirations towards ending poverty, fighting inequality and injustice, and tackling climate change by 2030.

Looking to the future, we will increasingly align our People, Planet and Profit strategy with the SDGs, and use them as a catalyst to turn global challenges into tomorrow's business and social opportunities for MCI.

The SDGs serve to guide and inspire us to form new partnerships, create new events, form new communities and ultimately transform business and the world.

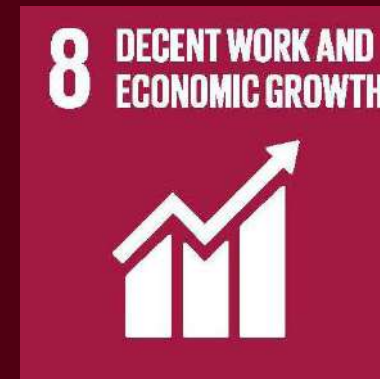
We have mapped the SDGs against our business and identified nine goals where we see the biggest potential to influence our daily operations. However due to the nature of our business we have the potential to support business, civil society and government to achieve *all* 17 goals.



We want to help create a more fairer and equal society. This starts in our operations and continues into our events, and even to the gender balance of the speakers on the panels we organise.



We must continue to engage our clients and talent to improve how our events use sustainable materials, recycle waste, renewable energy, local and organic food and reduce unnecessary consumption of resources.



We can contribute to a better life for people, by supporting decent work and good ethics throughout our supply chain, and by being a great place to work for our talents.



We must continue to inspire our offices and events to use renewable energy, reduce energy usage, and offset their unavoidable impacts. We need to become climate neutral.



We can inspire and promote innovation throughout our value chain with a goal to reduce environmental footprints and increase social impact.



We need to increasingly encourage and pressure our suppliers to source the seafood and fish for our events from responsible sources.



We can inspire and enable our talent and our clients to live a more sustainable and healthier life at work and in the events we organise.



We are taking the lead to challenge and support cities and governments to make their infrastructures and services more sustainable for the events they host.



We need to ensure that the signage, stage materials and branding that we use in our events, comes from more sustainable sources.





# A HUGE THANK YOU!

*To all the dedicated and visionary people who have made the change documented in this report possible.*

Read more about our strategy and progress  
[www.mcisustainability.com](http://www.mcisustainability.com)

