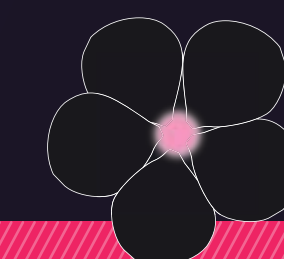


Care Fostering **& Value** Generating



2017 Annual Sustainability Report

mci



Our business is founded on a simple human insight:

Magic Happens When people come together,

Bringing people together to build communities and creating experiences is the DNA of our company. We help organisations harness this power of community, to build unforgettable online and offline events that foster change, inspire, educate and enhance business performance.

Over the past 30 years, our solutions have grown immensely in both scale and sophistication. 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. Our desire is to build a vibrant and authentic culture of care and responsibility that generates value for our people, our business and society.

This is why we have committed to our sustainability goals and our three priorities: People, Planet, Profit; which are at the heart of our strategy.

“What started as a small CSR programme has blossomed to become a core pillar of the MCI culture and brand. Sustainability is now part of our business strategy, our client value proposition and our daily operations.

Our global team of over 100 dedicated and passionate Sustainability Champions have brought our programme to life locally, creating and executing a plan which makes sustainable business fun, real and tangible. It is these champions who drive the performance within the offices and together with the local teams, bring additional value for our clients. I'm proud to see how the MCI entrepreneurial spirit is accelerating and how our teams are increasingly working on more complex and impactful sustainability projects around the world.

Climate change is a critical global challenge and over the years, we have taken actions to reduce our emissions by being more efficient and encouraging our offices to green their operations. In 2017, we took the decision to push our commitment one step further by compensating unavoidable emissions and partnered with *Cool Earth*.

MCI, as industry leader, clearly has an important role to play in the global sustainability movement. We can help organisations to foster behavioural change, inspire action and enhance sustainability performance, accelerating the transition to a more just and sustainable world.

Sincerely
Sebastien Tondeur
Chief Executive Officer, MCI Group



What We Do

With the understanding of our customers' strategic objectives, we combine our global expertise to create powerful and innovative experiences through offline and online events, meetings and conferences.

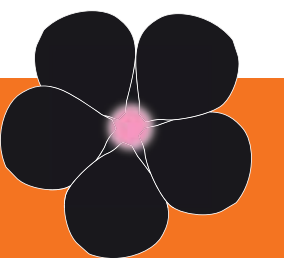
Using our association management and communication expertise, we establish community building programmes aimed at engaging stakeholders before, during and after the event.

For Companies & Brands

We design and deliver meetings and events that are memorable and impactful.

For Associations

We strengthen your community, drive impact and take your association to the next level.



mci

Our mission is to be a catalyst for change and part of the global sustainability movement using our skills, voice, and relationships to make a positive impact on the world.

The three priorities of People, Planet, Profit

reflect our “material issues” - issues with a direct or indirect impact on our organisation’s ability to create, preserve or erode economic, environmental and social value for ourselves, our stakeholders and society at large.

These material issues link to the UN’s Sustainable Development Goals (SDGs). The SDGs define global priorities and aspirations towards ending poverty, fighting inequality and injustice, and tackling climate change by 2030.



“We have mapped the SDGs against our business and identified nine goals, that are most relevant to our activities and that we want to support in priority.”

 <p>3 GOOD HEALTH AND WELL-BEING</p>	<p>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.</p>	 <p>5 GENDER EQUALITY</p>	<p>We want to help create a 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.</p>	 <p>7 AFFORDABLE AND CLEAN ENERGY</p>	<p>Promote access to affordable, reliable and modern energy services for all our offices and increase substantially the share of renewable energy.</p>
 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p>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 talent.</p>	 <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<p>We can inspire and promote innovation throughout our value chain with a goal to reduce environmental footprints and increase social impact.</p>	 <p>10 REDUCED INEQUALITIES</p>	<p>Ensure equal opportunity and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status</p>
 <p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	<p>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.</p>	 <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	<p>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.</p>	 <p>13 CLIMATE ACTION</p>	<p>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.</p>



To achieve our goals of a balanced triple bottom line - People, Planet, Profit – we use the MCI Sustainability Approach.

This consists of six key steps that guide our day-to-day thinking and work, and is used internally and for clients on our consulting projects.

This approach is structured using ISO20121 – the International Standard for Sustainability Management Systems for the Events Industry, and is heavily influenced by the ten universal principles of UN Global Compact.

We prepare and disclose our sustainability strategy, progress and performance using the Global Reporting Initiative (GRI) G4 Standards via this annual Sustainability Report.

Sustainable events are better events

Over the years we have consistently proved that by embedding sustainability thinking we can improve efficiency, quality, the participants' experience and accelerate innovation.

This holistic approach to sustainable event management can reduce costs, build brand reputation, improve environmental impacts, and leave a powerful social legacy in the community.



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 (CVBs) and destination marketing organisations (DMO) to develop environmental and social sustainability strategies and initiatives.

In 2016, MCI and key industry partners ICCA, IMEX, joined in 2017 by ECM, created the Global Destination Sustainability Index (GDS-Index). This is a collaborative business initiative created to help Destinations, Event Planners and Suppliers benchmark the sustainability strategies and performance of destinations.

“At MCI, we focus on creating a culture of care and responsibility; where we all have an opportunity to play an important role. Our values dictate that we take care of our people, our communities and the environment, all of which are woven into our ways of working.

Our dream for the future is that sustainability becomes part of our DNA. That our talents feel empowered to take the lead when it comes to sustainability; doing what is right, adopting eco-attitudes, and taking actions to make a difference at work and in the community.



Joëlle Zumwald
Vice-President People & Culture.

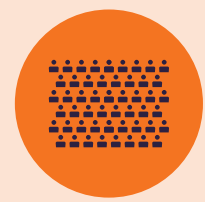
Part of our goal of building a culture of care and responsibility is giving back to local communities.

Every MCI talent is encouraged to take at least one day of MCI time to support community action programmes. We use three criteria to select and develop community projects: ability to build community, ability to educate, and opportunity for fun.

We engage with our talent annually, seeking their input into the MCI Sustainability Strategy and allowing them to take ownership of its implementation.



When implementing community projects, we keep the following three criteria in mind:



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 Progress & Performance




33% of our offices running on sustainable energy




20% reduction in carbon emission intensity since **2010**



12% Growth in net profit



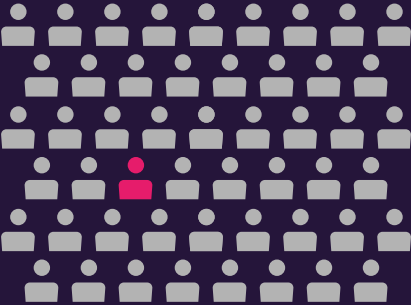
6312 hours of pro-bono and community service




Over €1.4m raised through pro-bono/charity event consulting



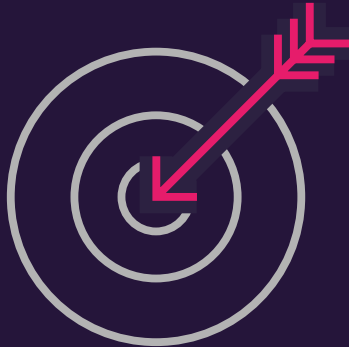
Talent satisfaction with the work environment and culture at MCI was **7.53/10**



26 events organised on climate, energy efficiency or sustainability



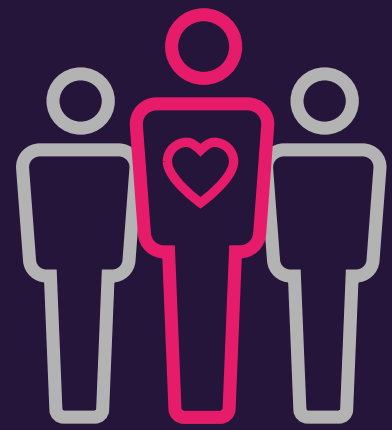
3,920 Talents, clients and suppliers trained in sustainability



Net promoter score of **69**

People, Planet, Profit Strategy

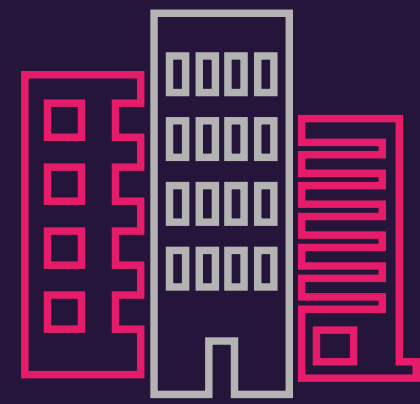
In 2018, we will focus on the following areas and actions:



Build a vibrant culture of responsibility and care that generates value

Enable and inspire our talent to volunteer time for community action projects (target is 8 hours per talent).

Align the community action initiatives with the UN Sustainable Development Goals.



Integrate sustainability consistently into our operations

Improve MCI's sustainable procurement processes.
Simplify our operational tools.

Keep on reducing our carbon footprint



Create value for MCI through ethics, good governance and effective reporting

Update our reporting process and tools to align with GRI Standards guidelines

Align our data protection policies and practices with EU Global Data Protection Regulation



Align the UN Sustainable Development Goals with the MCI Sustainability Strategy

Align our daily operations with the nine UN Sustainable Development goals we have mapped out.

Raise awareness and engage MCI talent and the Events Industry on the importance of the SDGs.



Build the Sustainability Industry Practice

Invest, create and partner to further grow our business and expertise in key categories of the sustainability industry, including Smart Cities, Mobility, Water and Infrastructure.



Grow our Event Sustainability Consulting Services

Provide consulting services to enable large events, venues and destinations to be leaders in event sustainability.

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

