

Committed a *D*ifference to making



mci

2018 Annual Sustainability Report





Committed To Making A Difference

Our business is founded on a simple human insight :

when people come together, magic happens.

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.

With MCI's expansion comes the opportunity and obligation of having a positive impact on our world. As a company with a global and local reach, we have the means to accelerate change and to promote a more sustainable and inclusive society. Through the three pillars at the core of our business, People, Planet, Profit, we are committed to making a positive difference.

Message from the CEO

“With our 2018 results in line with our expectations and another record year of client satisfaction score, the foundation of our success resides in our amazing talents: along with their passionate work for our customers, they continue to give back and build Sustainability in everything they do.

The change of leadership in our Global Sustainability team was the opportunity to take stock and fine-tune our strategy. Over the years, we have implemented good office operations practices, we are off setting our unavoidable carbon emissions and have strengthened our safety and security processes. I also want to recognise our talents amazing contribution with pro-bono and volunteer work for causes they hold high in their hearts.

We need, however, to accelerate and scale up the integration of sustainability – it is a journey. We are committing to continue to engage with our clients, provide them with the support and inspiration to help them improve their environmental impacts as well as leave a powerful social legacy in the community and for future generations.

We will keep on collaborating with event industry organisations, our partners and suppliers, with the focus of working together towards common goals and solutions.

I would like to thank our amazing talents and clients for their dedication and passion in making a difference in the world. “

SEBASTIEN TONDEUR
CEO



Our Global Impact



€165,9 million Gross Margin



60 offices in 31 countries



2500+ talents



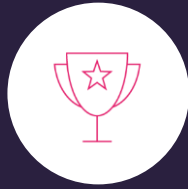
20+ owned event productions



1,6 million delegates



6,800 projects in 106 countries



30 awards



56 global accounts



85 clients in the Fortune 500



2,8 million hotel nights booked



1,284 websites and 182 apps created



60+ fully managed communities

MCI At Glance

We are an independently owned agency with headquarters in Geneva, Switzerland, and globally present in 31 countries. For several decades, we have empowered associations, companies and brands to activate their employees, channel partners, customers and members through face-to-face, hybrid and digital experiences.

MCI stands for Minds, Communities, Ideas. Minds is about respect for and focus on the talent of each individual. Communities are about people and relationships that come together to change the world. Ideas are like the northern star – a beacon that brings communities together and gives them purpose.

Through our creativity and world-class project management skills, we aim to build trusted client partnerships and to boost strategic growth. We do this with passion and conviction, designing solutions that are paving the way to the future in a way that combines a global, human-centred, and responsible approach.

Set on Sustainability

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

Our **strategy** is based on the concept of a balanced triple bottom line: People, Planet, Profit. Our focus is to use sustainability as a lens to help us drive economic, social and environmental performance.

Our **approach** is a framework with six key steps guiding our day to day thinking and ways of working, and is used internally and for clients projects.



EcoVadis CSR Assessment

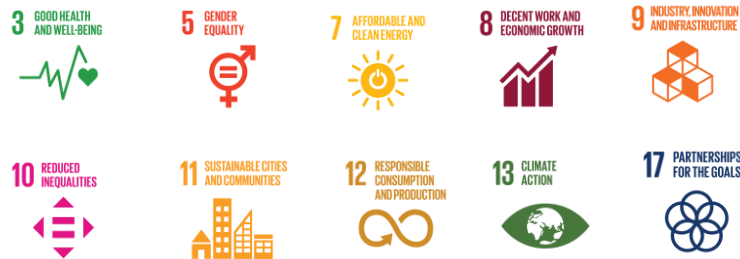
EcoVadis evaluated MCI's sustainability performance according to 21 criteria across four categories, cutting across, environment, labour and human rights, ethics and sustainable procurement practices. Our sustainability policies, initiatives and results were analysed following international CSR standards including the Global Reporting Initiative, United Nations Global Compact, and ISO 26000. EcoVadis assesses more than 45'000 companies in 190 categories and 150 countries. MCI achieved an EcoVadis score of 58 out of 100 points, placing us in the top 17% of suppliers in the management consultancy segment, with a "silver" status rating.

We are keen to further improve transparency across all our operations and we will continue to engage with our stakeholders and suppliers to increase our positive impact across everything we do.

Championing Sustainable Development

A signatory of the **United Nations Global Compact** since 2007, we have embedded the UN's 10 Principles and the 17 UN Sustainable Development Goals (SDGs) across our business. We see the SDGs as an overarching framework that can help us shape, steer, communicate and report on our sustainability strategies, goals and activities.

We have identified nine goals that are most relevant to our activities and that we want to support in priority. We will also keep on partnering with all stakeholders and event industry organisations to push for progress.



Here above a selection of 2018 projects where MCI supported the SDGs



Our Commitments

Security and Safety

- Safe working environment
- Event assessments
- Data and information security
- Duty of care
- Business continuity and crises management

Ethical Leadership and Trust

- MCI Code of Business Ethics
- Transparency and fairness
- Anti-Corruption Guidelines
- Ethics Council

Community Citizenship

- Culture of care
- Giving back
- Building community
- Education
- Fun

People & Culture

- People first
- Thriving on diversity
- Pressing for progress
- Culture of learning and knowledge sharing
- Nurturing our talents
- Fueling dreams
- Responsible Employer

Event Industry

- Collaborative actions
- Support initiatives
- Sustainable Destinations (GDS-Index)

Clients & Events

- Sustainable events are better events
- Quest for quality
- Powering change
- Design Thinking
- Digital mindset
- Innovation and technology

Office Operations

- Sustainable working environment
- Reduce carbon emission
- Offset unavoidable emissions

Supply Chain Management & Procurement

- MCI Supplier Code of conduct
- Engaging with partners and suppliers
- Performance assessment

Governance

- Dedicated Sustainability Team and office Champions
- A signatory of the United Nations Global Compact since 2007
- Voluntary reporting

Sustainable Events

We strongly believe that **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, improve environmental impacts, build stronger brand reputation and leave a powerful social legacy in the community and for future generations.

How do we do this? By integrating sustainability from the get-to:

- *Involve our client in the design process and understand their sustainability commitments and ambitions*
- *Understand the audience and maximise location-specific opportunities*
- *Think outside the box and beyond the realms of a paper or plastic-free event*
- *Source suppliers that have integrated social and sustainable practices across their own operations.*



Sustainability Integration: Case Study

A world class business event based on diversity and sustainable considerations

For their 20th anniversary conference, that took place in November 2018 in Sydney, the World Congress Of Accountant (WCOA) wanted to play a global role in setting sustainability trends for the profession.

MCI Australia worked with WCOA organising committee to create and implement a sustainability strategy based on the ISO20121 International Sustainable Events Standard and following four goals: **REDUCE, RETHINK, RECOGNISE, REPORT.**

Key achievements:

- 70% waste diverted from landfill and 75% materials made from sustainable substrates
- 96% of food sourced locally; 50% vegetarian or vegan menus
- Promotion of women in accounting through sessions with young influential women in their field
- €6,000+ sponsorship from MCI to support attendance of indigenous accountants



Sustainability Integration: Case Study

The award winning event to raise awareness on water related issues of our time.

MCI Brazil Team lent their expertise to organise the **World Water Forum**, the largest global event to raise on water-related issues. The objective of the 2018 edition was to raise awareness among not only water professionals, scientists and governments, but also the public at-large.

MCI Brazil introduced a new concept by adding 36.000 m² of space divided into various zones, including a Village with immersive and interactive activities for the public, a Fair (B2C and B2B) connecting attendees with active local water-related organisations and an Expo for companies to present their innovative solutions for water-waste and water sanitation issues.

Key achievements:

- **120,000 visitors** (with 109,600 visitors only at the Citizen's Village and Expo Fair). Schools, youths and families were charmed by the interactive activities, virtual reality experiences, workshops and movies.
- Promotion of the UN Sustainable Development Goal #6: "Ensure the availability and sustainable management of water and sanitation for all".
- The event was **100% paperless**

MCI Brazil was awarded IAPCO International Client Award and Premio Caio Bronze Award for this outstanding event.





JOËLLE ZUMWALD
Vice-President
People & Culture

We are building an organisation that is profoundly human...

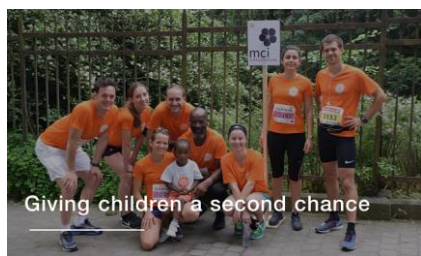
“At MCI, we are committed to building a culture of care and responsibility. Our values dictate that we take care of our people, our communities and the environment, all of which are woven into our ways of working.

I am so proud of our talents, who are taking 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.”

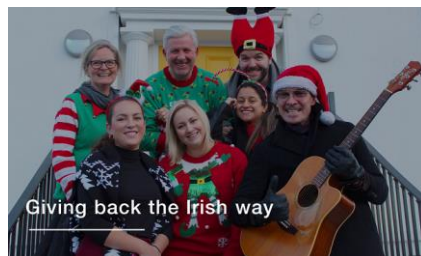
Building a Culture of Care & Responsibility

Thriving on Diversity, Pressing for Progress

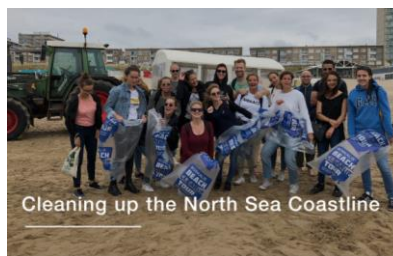
Our team originates from over 60 countries and speaks more than 60 languages. This diversity fosters an international mind-set and understanding of society that enhances innovation and our ability to work cross-culturally to accompany our clients into new markets. We are building an organisation that actively promotes diversity in all its forms including culture, ethnicity, age, gender, sexual orientation and physical ability. As a company, we strive for balance at all levels and throughout our global team.



Giving children a second chance



Giving back the Irish way



Cleaning up the North Sea Coastline



Beat Diabetes



Project HomeWorks



School supplies for children



Baltimore Team gives back



Making children's dreams come true

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. In 2018, our talents dedicated an amazing total number of +7'800 hours (over 975 workdays) giving back to the community or offering their time for pro-bono consulting services on charity events. That is an encouraging 24% increase compared to last year.

2018 Sustainability Highlights



40 client projects with a full sustainability approach



7,816 hours of pro-bono and community service supporting 72 community projects



Over €1.8 million raised for charity



88% of our offices implemented an internal awareness programme



9,600 trees protected and 10,400 tonnes of CO2 locked-in in partnership with Cool Earth



Talent satisfaction with the work environment and culture at MCI was 7.67/10



1,400+ hours of total training received in Health and Safety



1,282 talents, clients, suppliers and industry peers trained in Sustainability

Progress Report

PEOPLE

2020 Goal 2018 Progress

Enable and inspire our talents to volunteer time for community action projects

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7,816 hours of pro-bono and community service supporting 72 community projects
+€ 18.8 million raised for charity

Raise awareness and engage our talents and the Events Industry on the importance of the SDGs

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Integrated into our Onboarding programme for new talents and integrated into our 2019 training programme

NEW*: Implement employee health & safety management systems

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Review our existing processes and define need for certification and/or accreditation

PLANET

2020 Goal 2018 Progress

Internal awareness programme implemented to reduce office waste, energy and water usage

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88% of our offices run awareness programmes
85% of our offices have a recycling programme in place

Reduce our carbon footprint by 20%

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We have reduced our carbon footprint by 13%

NEW*: Implement environmental management systems (including certification and/or accreditation)

○ ○ ○

Review available systems and define feasibility on a local basis by end of 2019

PROFIT

2020 Goal 2018 Progress

Simplify our operational tools and update our event audit tool

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Internal documents and check-lists were simplified
We launched an updated version of our event audit tool, covering more questions related to sustainability and added data protection and duty of care components

Improve MCI's sustainable procurement processes

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Task force defined
Working on mapping

GOVERNANCE

2020 Goal 2018 Progress

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

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New scorecard and progress report launched in July 2018

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

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Awareness campaign throughout 2018. Training (online and face-to-face) + online self-assessment conducted in Fall 2018.

Identify the SDGs that are most relevant to our activities and that we want to integrate in our operations

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Nine goals are identified (read more under "UN SDG" section)

*These two priorities were added following our EcoVadis audit and identified as areas of improvement.

*t*hank *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