

Committed a *D*ifference to making



mci

2019 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 live or virtually and creating experiences is the DNA of our company.

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 the UN's Sustainable Development Goals (SDGs).

Our goal is to encourage an active culture of care and responsibility, backed up by concrete actions.

Message from the CEO



A look back – We said we will

Before we embark on a new decade, I wanted to reflect on the last ten years and look back at all we have achieved. In our 2020 Vision, we wrote:

“We will integrate principles of Responsible Business in our daily work. MCI will be the market leader in the organization of meetings about sustainability, guiding world-leading events to achieve award-winning sustainability performance. We will report our activities in accordance with the Global Reporting Initiative guidelines. We will be cost-conscious as an organization and run a profitable company. Profits finance our growth and will give us our freedom of choice, to take risks and to give back.”

Ever since we signed the UN Global Compact Agreement in 2007, we have been on a journey of continuous improvement to lead real change in sustainable business.

In 2010, MCI launched its first sustainability report “Taking Action” and became the first international events agency to use the GRI framework to report its economic, environmental and social strategies to benchmark performance. Ever since we have been voluntarily and transparently reporting on our progress, and challenges, at integrating sustainable development principles into its operations and services.

We are getting close to 1,000 events organised about sustainability, and we won 24 industry awards for sustainability, and many won by and with our clients. And I hope there will be many more in the future as we believe sustainable events are better events.

One of the achievements I am most proud of is the culture of caring we managed to build at MCI. In the last 10 years, MCI talents invested more than 43,800 hours of their time and energy to help raise close to €15 million for 626 community projects around the world. A big thank you to all our talents, you rock!

I am very happy to see sustainability embedded into our culture, operations and services. We know that there is still much to be done and we will continue to challenge ourselves.

Today – Our progress

In 2019, as part of our regular assessments, we had identified a few risks we wanted to tackle in priority. One of them was to review our risk assessment and performance review for our partners and suppliers. A taskforce was created, and a new strategy is in place. Tools and process will be rolled out in 2020.

We also continue our ambitious process of “walking into the cloud” by migrating to a cloud-based infrastructure, strengthened our data and IT security policies, and upgraded our telephony and videoconferencing solutions, allowing for better inter offices collaboration, and reducing travel needs. Ultimately, our goal is that MCI will no longer have to maintain an energy-sapping IT environment.

Finally, we have created a new tool and processes to track our carbon emission, allowing us to report more accurate figures on our carbon footprint. Over the years, we have taken actions to reduce our carbon emissions by being more efficient and encouraging our offices to green their operations but focusing mainly on energy consumption and travel. As the way we do business is changing and our ways of working are moving more towards more digital solutions, we decided to factor in now also our “digital” consumption (e.g. data storage and transfer) in our overall greenhouse gas emission. With this new calculation, our carbon footprint has increased from last year, but this motivates us to review and improve our ways of working in a digital world.

The Future – What we will do

This report was prepared amid the COVID-19 crisis. The events industry, representing over 26 million professionals across the world, has been heavily impacted by global lockdowns and travel restrictions.

For MCI, our priority was to make sure our talents and their family were safe, ensure business continuity and remain a trusted advisor to our clients.

The COVID-19 crises forced us to press “pause” just as we were about to launch our 2025 sustainability strategy. We have decided to refresh our materiality assessment to make sure that the sustainability issues we had identified are still important or relevant to all our stakeholders, given the current situation. You will discover our sustainability goals for 2025 in our next report. But looking towards the future, MCI will continue to actively champion sustainability, helping our client connecting the dots between their sustainability commitments and their events, and collaborating with our partners, suppliers and the event industry (that’s the only way to go).

We are building a company that is profoundly human and we want to keep on making a difference: for our people, for the planet and for humankind.

SEBASTIEN TONDEUR

CEO

Our Global Impact 2019 Highlights



7,000+ projects in
75 countries



4 new offices



2,300+ talents



20+ owned event
productions



1,6 million
delegates



60+ fully managed
communities



18 awards



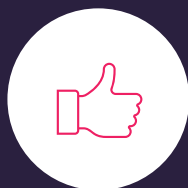
56 global accounts



85 clients in
the Fortune 500



2,9 million hotel
nights booked



86,824 users
engaged on social
media



3,2 million
impressions
generated on
social media

MCI at a Glance

MCI is a global consulting agency that drives success for corporate brands and associations through the development and delivery of innovative live experiences, customer engagement strategies, go-to-market models and digital and marketing services. For 30 years, brands and associations have entrusted us to innovate and bring creativity to their audiences, navigate the complexity of the digital transformation and inspire them with unique experiences. Our clients partner with us to sustain the ideals they believe in – to grow and enhance their vision.

At a time when technology is transforming every industry and every part of our daily life and work, we are grounded in helping our clients unlock their power so they can grow and thrive. We believe that digital technology represents the foundation on which to create meaningful ways to engage target audiences and provide greater customer value.

Every day, our mission is to reach and connect millions of people across the world through immersive and curated stories. That's where the magic happens.

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. It is used internally and for client 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 65'000 companies in 200 categories and 160 countries. In 2018* 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.

(We just reconducted our annual audit and are waiting on the final results from Ecovadis.*

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 ten 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 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
- Mitigate 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 a 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-go:

- *Involving our client in the design process and understand their sustainability commitments and ambitions*
- *Understanding the audience and maximise location-specific opportunities*
- *Thinking outside the box and beyond the realms of a paper or plastic-free event*
- *Sourcing suppliers that integrate social and environmental practices across their operations.*



Sustainability Integration: Case Study



Sparking Inspiration For A More Sustainable Future

Visit Brussels hosted the European Association Summit (EAS), an annual meeting of exchange and networking between international associations. For this 7th edition, held under the theme “share and co-create”, the organisers wanted to create an event model in which stakeholders are inspired to adopt more responsible behaviours. MCI Benelux worked with Visit Brussels teams to create and implement a sustainable approach following a **Reduce – Reuse – Recycle** strategy.

Key achievements:

- 100% of food and beverages sourced locally (42% organic products)
- 100% waste diverted from landfill (only 0.5% of food waste)
- 100% of materials made from sustainable substrates (signage, badges)
- Carbon footprint converted into Euros and amount given to a local organisation: Sun for schools.

Sustainability Integration: Case Study

Promoting Inclusion, Diversity and Equal Rights for All

In July 2019, Paris hosted the XVIII World Congress of the World Federation of the Deaf (WFD). The congress is a global reference for the Deaf Community worldwide. Under the 2019 theme “Sign Language Rights for All”, the aim was to promote and raise awareness on equal rights for deaf people and recognize their diversity. MCI France was proud to support the organization of Europe’s greatest platform dedicated to the Deaf Community that welcomed over 2,500 deaf people in 2019.

MCI Teams worked closely with the Organising Committee and all partners (venue, caterer, onsite staff, etc.) to meet the specific needs of the participants. Together they have achieved the main challenge: ensuring inclusion and accessibility of the event for all. The project’s underlying values (diversity, equality and respect) truly resonate with MCI’s culture.





JOËLLE ZUMWALD
Global Vice-President
People & Culture

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

"People are the heart of everything we do, from accompanying our talents on every step of their journey with us, connecting millions of people around the world through events and experiences, to supporting the communities we live in. At MCI, we thrive on our diversity, one of our core values. Embracing our differences to work together around the world is a continuous journey fueled by passion from everyone, everywhere, every day. As a responsible company and signatory of the United Nations Global Compact (UNGC), we want to have a positive impact on the people and the communities with which we directly and indirectly do business. Since 2010, MCI talents have raised close to €15 million for 626 community projects around the world, investing more than 43,800 hours of their time and energy."

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.

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 2019, our talents dedicated an amazing total number of +5'900 hours (over 740 workdays) giving back to the community or offering their time for pro-bono consulting services on charity events.



Bringing A Smile To The Faces Of Children



Maintaining Thriving Community Spaces



Long Term Support For Big Impact



A Record Year for the Swiss Cred Cross Ball

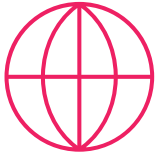


#Instablood
#Bloodfluencers



5K To Make Child's Dream Come True

2019 Sustainability Highlights



89 client projects delivered about sustainability or with an integrated sustainability approach.



5,925 hours of pro-bono and community service supporting 59 community projects



Over €5.8 million raised for charity



97% of our offices have a recycling programme in place



32,775 trees protected and 35,506 tonnes of CO2 locked-in in partnership with Cool Earth



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



300+ hours of training offered in Health and Safety



1,303 talents, clients, suppliers and industry peers trained in Sustainability

Progress Report

PEOPLE

2020 Goal	2019 Progress
Enable and inspire our talents to volunteer time for community action projects	5'925 hours of pro-bono and community service supporting 59 community projects +€ 5.8 million raised for charity
Raise awareness and engage our talents and the Events Industry on the importance of the SDGs	Integrated into our Onboarding programme for new talents and integrated into our 2019 training programme
Implement employee health & safety management systems	Mapping of existing local programmes done. Review our existing processes and define need for certification and/or accreditation

PLANET

2020 Goal	2019 Progress
Internal awareness programme implemented to reduce office waste, energy and water usage	77% of our offices run awareness programmes 97% of our offices have a recycling programme in place
*Reduce our carbon footprint by 20%	Scope 2 (energy) we have reached out target. Scope 3 has increased because we started to measure our digital carbon footprint.
Implement environmental management systems (including certification and/or accreditation)	Applying for ISO 14001 for our Geneva office (by Fall 2020)

PROFIT

2020 Goal	2019 Progress
Simplify our operational tools and update our event audit tool	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. Created a dashboard for reporting purposes
Improve MCI's sustainable procurement processes	Strategy define. Process and tools to be rolled out in 2020.

GOVERNANCE

2020 Goal	2019 Progress
Update our reporting process and tools (to align with GRI Standards guidelines)	New scorecard and progress used for 2019 annual report
Align our data protection policies and practices with EU General Data Protection Regulation	Continuous training and regular checks implemented.
Identify the SDGs that are most relevant to our activities and that we want to integrate in our operations	Nine goals are identified (read more under "UN SDG" section)

*We changed our carbon emission tracking tool and process for more accurate figures. We are also now NEW reporting our ITC carbon footprint.

*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