

Sustainability Annual Report 2021

**mci
group**

Shape the future. Share the future.



Our purpose is to bring people
together and create a positive
impact on our world

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Message from our CEO

What's ahead is extraordinary

In 2021, we built back better. We transformed, repositioned our group brand, projected ourselves into the future and learned new skills and capabilities.

Last year was marked by a gradual return to in-person events, confirming the strength of our client portfolio and accelerated adoption of our engagement solutions. Our focus on stability, security and safety of our teams allowed us to preserve the long-term value of our various brands.

During yet another uncertain year, our talents once again demonstrated their resilience, supporting, and caring for each other. To continue to attract, retain and develop our talents, we need to be a company that listens, invests in learning, enables career growth, takes care of their wellbeing, offers flexible working environments, and fosters an inclusive culture that celebrates diversity and difference.

Our Group has a long-standing commitment to doing business responsibly. We know that there is always more to do regarding corporate and industry-wide sustainability efforts. We want to continue to use our voice and our skills to accelerate change and to promote a more sustainable and inclusive society.

We are now entering a new phase of our evolution, with curiosity and open-mind, and a desire to work as a team, as we believe that what's next will be truly extraordinary.

Sebastien Tondeur, CEO, mci group



mci group at a glance

The mci group is a next-gen platform for marketing innovation and breakthrough communication in the digital age.

We're powered by a global agency network, work with over **1,200 clients** across **31 countries**, and have a **30+ year** proven track record.

Our shared services platform combines the talent, technology and creative power of our specialist agencies, communities and ventures to form an interdisciplinary collective for the transformation and growth of brands and organisations.



31
Countries



60
offices



1,548
employees



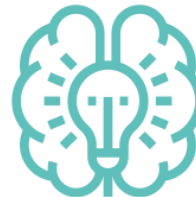
20
industry awards



1,200
clients



€241M
turnover



4,500
campaigns & digital
activations



60
languages
spoken



>30
years of
experience

Our sustainability strategy

Our mission is to be a catalyst for change; using our skills, voice and relationships to make a positive impact on the world.

Our vision is to build a sustainable business with a culture of care and responsibility which not only prioritises environmental change, but which takes an interdisciplinary, intersectional and future-forward approach to sustainability as a term that encompasses environmental, social and governmental issues.

With-in and with-out.

We strive for sustainability in all aspects of our work – both within our offices and agencies and in the collaboration with our clients and communities.

We have aligned ourselves with leading international standards in sustainability, social responsibility and reporting to present a thorough strategy and report which is transparent, consistent and credible.

- **UN Global Compact:** We have been a signatory of the UNGC since 2007 – integrating its 10 universally accepted principles throughout our business.
- **UN Sustainable Development Goals (SDGs):** We have mapped the SDGs against our business and identified the most relevant goals to our activities and the ones we want to prioritise.
- **EcoVadis corporate social responsibility assessment:** EcoVadis evaluates the mci group’s sustainability performance across four categories from environment, labour and human rights, ethics and sustainable procurement. In 2021, we achieved an EcoVadis score of 56 out of 100 points, with a “silver” status rating.



2021 Sustainability highlights



100+

hours of training received by our Covid-19 Coordinators in Health & Safety



Launched our new whistleblowing process with our SpeakUp platform



3,561

hours giving back to the community or offering time for pro-bono



856,000

euros raised for charity



The OURSummit, organised by MCI China was certified ISO 20121 in event sustainability management



103

participants in our internal Mentorship programme



120,000

euros of corporate investment in sustainability



Our agency in Spain received the Biosphere certification and our Paris agency the ISO 20121 (Event sustainability management systems) certification



7.69/10

talent engagement with the work environment and culture



53

client projects about sustainability or with an integrated sustainability approach



Formed our diversity, equity, inclusion and belonging (DEI&B) task force

Our Commitments



People & Culture

- People first
- Responsible employer
- Thriving through diversity
- Creating learning culture
- Nurturing talents



Safety & Security

- Safe working environment
- Client project assessments
- Duty of care
- Data and information security
- Cyber security
- Business continuity & crisis management



Responsible business

- Business ethics
- Supply chain management & procurement



With our clients and our industry

- Creating responsible experiences
- Sustainability strategy for Associations
- Technology & innovation
- Powering change



Environmental impact

- Sustainable working environment
- Measuring our carbon footprint
- Mitigate unavoidable emissions



Governance

- Dedicated Sustainability Team & office Champions
- A signatory of the United Nations Global Compact since 2007
- Integrating the UN SDGs
- Assessed by EcoVadis
- Voluntary reporting



Community & Giving back

- Using our expertise for good
- Giving back
- Community engagement award



People & culture

We are building an organisation that is profoundly human.... A healthy working environment, where everyone belongs.



Formed our diversity, equity, inclusion and belonging (DEI&B) task force.



2 global CEO Town halls
16 local meetings as part of the "Town hall on the road" series.



8 online webinars on health & wellbeing and close to

4,000 hours of training, coaching or support on wellbeing and mental health offered.



7,69 / 10
talent engagement with the work environment and culture.



"We are committed to our talents around the world, making sure they work in a safe, respectful and caring environment, nurturing their learning and motivating them to be their best self. I want to thank all our talents for believing in mci group and helping us build an incredible company to work for."

Joelle Zumwald, Group Vice-President People & Culture



"Learning powers culture, and culture powers engaged employees who are energised to innovate, provide exceptional customer service and solutions to help our organisation thrive in changing times."

Avinash Chandarana, Group Learning and Development Director

People & culture



103

participants in our internal Mentorship programme.



Launched our automated Onboarding 2.0 programme.



948

talents actively participated in our Global Academy 2021.



60

talents certified with industry specific certifications.

Outlook

- Accelerating our DEI&B initiatives, with mandatory inclusivity training, aligning our recruitment strategy and more importantly find solutions together.
- Continuing to improve on our employee experience, we will be launching a new engagement survey to help us gain a deeper understanding of how our talents feel and what motivates them.
- Continuing with our Elevate (mentorship) programme.
- Further developing our “work in the future” strategy - improving a hybrid home/office work system.
- Improving our recruitment and retention strategy: Exploring how to attract the best talents and how to retain talents in a market where competition is fierce.
- Continuing our wellbeing and mental health programmes.
- Upskilling our talents across all offices on sustainable project management.
- Continuing to provide shared breakthrough experiences for our talents to connect and feel inspired (global academy, appreciation moment, CEO town halls, etc).

Safety & security

We are committed to fostering a culture of safety excellence - taking exceptional care of our talents, clients and attendees.



+100

hours of training received by Covid-19 Coordinators in H&S.



Launched our revised data protection and IT Charters.



386

on-demand training modules completed in data protection.



"Security has become an essential and integrated part of our processes, ensuring business as usual, whatever happens."

Emmanuel André, Group Health, Safety & Sustainability Director

Outlook

- We are developing a new checklist process to make health and safety tracking easier and more effective.
- We are developing a new event audit tool
- We are preparing for ISO 27001 (information security management system) and ISO 27701 (privacy information management system) certifications to be in place at the end of 2022.

With our clients & our industry

We are committed to making sustainability a core part of our client value proposition.



53

client projects about sustainability or with an integrated sustainability approach delivered by our teams.



Launched guidelines and training programmes on how to design client projects with diversity, equity, inclusion and belonging in mind.



The OURSummit, organised by MCI China was certified ISO 20121 in event sustainability management.



23

online sustainability or safety webinars addressing responsible sourcing, operational and sales practices and production.



2

of our group sustainability team leaders received the Sustainable Event Professional certification delivered by the Events Industry Council.



"Embrace sustainability. Try, test, fail. Learn. Iterate. Forget the buzzword. Follow your instinct. Question. Turn it inside out. Persevere. Be brave. Walk the talk. Believe. Create your own future. Be ethical. Stand up. Care. Play sustainably. You got this."

Oscar Cerezales, Global Chief Strategy Officer

Outlook

- Upskilling our talents across all offices on sustainable project management and encourage certification.
- We will continue to offer and highlight solutions to our clients which have the potential to reduce and measure the footprint of their projects (with a focus on responsible consumption) while communicating ethically. We want to develop a set of sustainable principles to be included in all our client work.
- We will continue to take an active role in our industry to accelerate change, especially around diversity and inclusion, and continue to collaborate with industry peers on the roadmap to Net Zero Events.

Responsible business

We are committed to building an ethical business culture, ensuring we conduct our business with honesty and integrity, driving positive change in our supply chain and within our industry.



0

Reports from whistleblowers



Launched a new training programme on Ethics and responsible business for our talents.



Launched a refreshed and more detailed version of our Code of business conduct.



Launched our new whistleblowing process with our SpeakUp platform.



“Compliance with laws, industry codes of conduct and our own strong values and guiding principles form the basis of how we do business and are the foundation upon which we engage with society, clients, partners and suppliers.”

Jurriaen Sleijster, President & COO

Outlook

- Create a new training programme to ensure our procurement teams understand and adhere to our preferred approach.
- Review our tools or look for new digital solutions to better manage our suppliers' assessment.

Environmental impact

We are committed to integrating principles of sustainability consistently into the daily work of our teams and operations.



"We continue to benefit from cloud-based solutions which allow us to reduce our carbon footprint while helping us to thrive after the Covid-19 crisis. We optimised our infrastructure and are still looking for innovative solutions such as AI, AR and VR to make mci group as thrifty as possible. We work intensively on preparing the ISO 27001 and 27701 certifications which will make us a world-class organisation."

Edouard Duverger, Chief Information Officer



Our agency in Spain received the Biosphere certification and our Paris agency the ISO 20121 (Event sustainability management systems) certification.



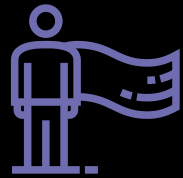
Saving rainforest with Cool Earth by protecting an estimated 10,500 trees (= approx. 11,420 tCO₂ stored).

Outlook

- Within our own operations, we will continue to phase out plastics and single-use items, and promote a more circular economy.
- We will continue to promote an environmentally conscious culture through awareness and frequent training
- In line with our IT strategy, we continue to simplify and standardise how we work for increased efficiency and cost savings.
- Improve how we measure our carbon footprint and set science-based reduction targets.
- We aim to have 50% of our top 10 offices with an environmental or social certification by 2030
- All our group internal meetings will be carbon neutral

Community & giving back

We are committed to working together to build a vibrant culture of responsibility and care that generates value for the communities where we work.



36

community projects supported.



3,561

hours giving back to the community or offering time for pro-bono.



856,000

euros raised for charity.



120,000

euros of corporate investment in sustainability.



"We are proud to see how committed, creative and enthusiastic our talents have been to make positive impacts on their local communities throughout the year. With the passion, dedication and expertise of our teams we have the power to bring change and truly make a difference."

Erica Fawer, Emmanuel André, Marine Mugnier, Group Sustainability Team

Outlook

- We will continue to boost the impact of charities and help amplify their initiatives by providing or offering our expertise.
- We will systematically integrate community outreach activities in partnership with local charities when planning our group-wide internal get-togethers.
- We will continue to build a strong culture of community engagement that creates local positive impacts on communities.

Case study: Sustainability integration

2021 ITS World Congress

The ITS World Congress is the biggest event focused on smart mobility and the digitalisation of transport. In October 2021, MCI Brussels together with ERTICO organised this significant global event in Hamburg, Germany. Sustainability was a key focus during the preparation, onsite and post congress organisation phases.

Key efforts and achievements:



Environmental aspects:

- Reducing waste by collecting the right information at the registration stage and ordering the right catering quantities.
- Participants materials and branding were reduced and/or produced in recycled material. Upcycling signage banners into giftbags for the team involved in the project.
- Catering contained locally sourced, seasonal and organic ingredients and provided 70% of vegetarian options.
- No carpeting, No printed programme, No disposable equipment.
- Sustainable transportation solutions offered.



Social aspects:

- Working with local suppliers and locally-owned businesses to ensure a positive impact on the local economy
- The Start-up Area encouraged accessibility for the ITS industry's younger generation.
- The unavoidable emissions of the congress were offsetted through a donation to the Cookstove Ghana project. This project invests in efficient cooking stoves in Ghana in order to reduce CO2, while improving people's quality of life, reducing deforestation and improving air quality.



Involving all stakeholders:

- Most of the ITS World Congress suppliers and partners had a recognised sustainable certification.
- Showcasing products representing the future of mobility: reducing travel time, offering an improved air quality, etc.
- The congress programme had a dedicated track on sustainability.
- Engaging participants in the sustainable efforts: encourage them to compensate their carbon emission at registration stage, Stimulate them to select the more sustainable hotel.

Case study: Sustainability integration

SAP Sustainability Summit

Innovative and ground-breaking method enables measurement of the CO₂ footprint of a virtual event for the first time.

The SAP Sustainability Summit took place for the first time from 28-29 April 2021. The virtual event was attended by 2,000+ external live participants from 73 countries. In co-creation with MCI Germany, the Summit served as a pilot of a ground-breaking methodology: the approach to measure and calculate the footprint (CO₂ and waste) of live virtual experiences.

The results of this measurement are compared to the hypothetical footprint of a physical Summit. As a result, emission savings and positive climate impacts of the virtual format have become apparent and can serve as benchmarks for future events and as a basis for neutralising the ecological footprint.

Results

- 98% Emission Saving by virtual event
- 30 tCO₂ for a virtual event
- 1,392 tCO₂ for a physical event (estimated)

Largest sources of emissions in the virtual event

- 49% production
- 33% network data transfer
- 12% online attendees



Our key areas of focus moving forward

Diversity, equity & inclusion

We are committed to creating a safe and accepting environment in which all people can thrive. We are committed to fairness and equity in all aspects of our organisation.

Responsible business

We are committed to integrating environmental, social and governmental practices throughout all our operations and client projects.

Carbon footprint

We are committed to better controlling our carbon footprint, with a focus on digital, leaving an environmental legacy to be proud of.

Protecting our people and assets

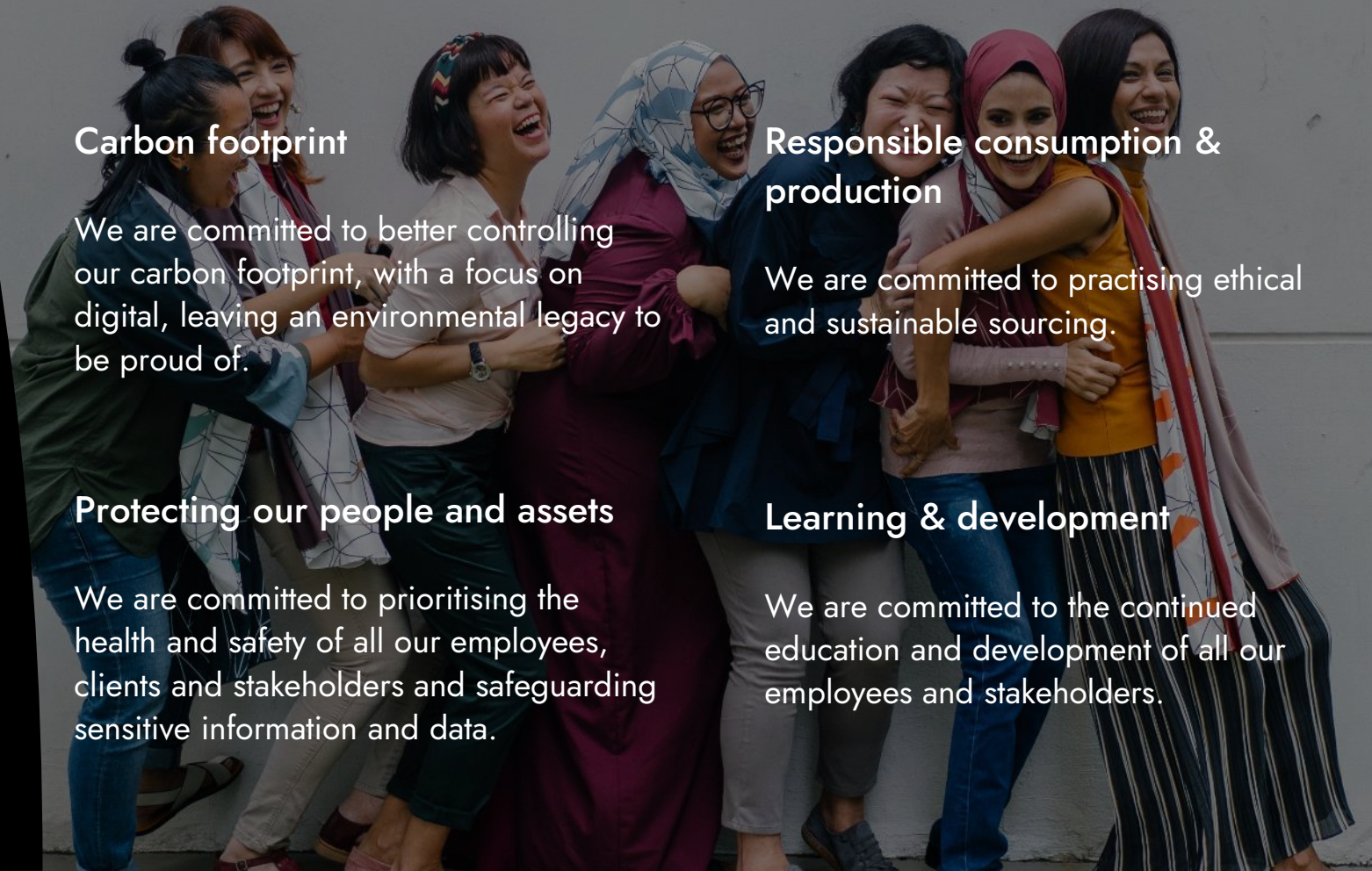
We are committed to prioritising the health and safety of all our employees, clients and stakeholders and safeguarding sensitive information and data.

Responsible consumption & production

We are committed to practising ethical and sustainable sourcing.

Learning & development

We are committed to the continued education and development of all our employees and stakeholders.



Thank you!

Visit our full sustainability report:
www.mcigroupsustainabilityreport.com



Shape the future. Share the future.

