

# Sustainability Annual Report 2020

**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

The year 2020 has been incomparable and demanding for mci group. Although the COVID-19 pandemic impacted every part of society, it was deeply felt in our industry because international travel and the ability to gather in person at scale became constrained in most of the world.

The breadth and balance of the Group's portfolio by region, customer markets, and recurring management revenues made a difference. Specifically, our association clients, our focus on F1000 customers with resilient Marcom budgets, and our ability to pivot from event-led to digital-led activations helped underpin the Group's resilience during 2020.

The Group's purpose remains intact and our sustainability strategy adapted. We aim to bring people together and create a positive impact on our world. This year, we are particularly proud to highlight and celebrate our Diversity, Equity, Inclusion & Belonging (DEI&B) task force.

Our teams are fully engaged in mci group's Mission and Vision, and in supporting each other. I am always impressed by the level of passion, commitment, and dedication our talents offer our customers globally.

**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 of more than 1,200 clients across 30 countries and have a proven track record over 30-plus years.

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



**1,450**  
Employees



**30**  
Awards



**1,200**  
Clients



**300M**  
Turnover



**5,500**  
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 according to 21 criteria cutting across environment, labour and human rights, ethics and sustainable procurement.



# 2020 Sustainability highlights



**+300**

hours of training received in H&S linked to COVID-19



**8.17/10**

talent satisfaction with the work environment and culture



**1,435**

hours volunteering for 38 community projects



**+2,8**

million euros raised for charity



**27**

client projects about sustainability or with an integrated sustainability approach



**4,241**

online learning hours received by our talents (+189% vs last year)



**112,000**

euros of corporate investment in sustainability



Our Dorier agency in Geneva received the ISO 14001 certification



**1,258**

new talents trained in Data Protection (GDPR)



**4**

global CEO Town Halls, as a new channel to connect with our talents



# 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.



**4,241**

Online learning hours received by our talents



**4**

Global CEO Town Halls as a new channel to connect with our talents



**887**

First Virtual Global Academy open to all talents, with 887 talents participating



**8,17 / 10**

Talent average satisfaction score with their work



*“The pandemic has forced us to give up many things we took for granted, but it has also taught us to think and work differently and be even more creative. I am so proud to see how resilient our teams have been, how they learned to transform themselves for the better and how together we pulled through. I want to thank all our talents for believing in mci group and helping us build an incredible company to work for.”*

Joelle Zumwald, People & Culture Officer

## Outlook

- Accelerating our DEI&B initiatives, which will focus on continuing to raise awareness, provide additional training, align our recruitment, and more importantly, find solutions together.
- 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
- 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.



**318**

Hours of training received in H&S linked to Covid-19



**83**

"Covid-19 Coordinators" trained



Created a data privacy handbook for virtual events



**1,258**

New talents trained in Data Protection (GDPR)



*"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 reactivating regular event audit reports.
- By mid-2021, we will have launched our revised data protection and IT charters which will be signed by all talents.
- We are preparing for ISO 27001 (information security management system) and ISO 27701 (privacy information management system) certifications to be in place at the beginning of 2022.

# With our clients & our industry

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



27

Client projects about sustainability or with an integrated sustainability approach



89%

Of our clients agreed that the sustainability solutions we provided met their objectives



35

Online or in-person sustainability and safety training programmes for our talents that addressed responsible sourcing, operational and sales practices and event production



*"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

- We are developing our own DEI project planning guidelines and additional training programme for our teams to help them understand the importance of integrating DEI considerations into client projects – providing them with the advice, tips and best practices necessary to do so.
- We will continue to offer and highlight solutions to our clients which have the potential to reduce the footprint of their projects (with a focus on responsible consumption) while communicating ethically. We are developing 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.

# 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



+1,000

Talents, clients, suppliers and industry peers trained in sustainability



*“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

- We are reviewing our responsible business guidelines and intend to create a new training programme to ensure our teams understand and adhere to our preferred approach.
- We are committed to ensuring our talents have the confidence to speak up and raise concerns through various channels, without fear of retaliation.
- We are reviewing our code of business ethics and whistleblowing process and planning various awareness campaigns to ensure this is carried through.

# Environmental impact

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



Dorier, our audiovisual experience design agency in Geneva received the ISO 14001 certification



Saving rainforest with Cool Earth by protecting 11,625 trees (=12,595 tCO2 stored)



*"We have deployed the best-in-class solutions, reducing our carbon footprint while allowing us to work efficiently during the Covid-19 crisis. We will continue optimising our infrastructure and look for innovative solutions such as AI, AR and VR to make mci group as thrifty as possible."*

Edouard Duverger, Chief Information Officer

## Outlook

- In 2021, our agency in Spain will be receiving the Biosphere certification and our Paris agency is applying for ISO 20121 (Event sustainability management systems) certification.
- Covid-19 has shown us how much we are able to achieve and collaborate on without the need for physical travel. Because of this we plan on reviewing our travel policy in the coming year.
- In line with our IT strategy, we continue to simplify and standardise how we work for increased efficiency and cost savings.
- We will continue to promote an environmentally conscious culture through awareness and frequent training focusing on our digital carbon footprint.
- The future of work will most likely affect our office space requirements (less space, shared office space, office design, etc.), which in turn means we will need to review how we measure our carbon footprint, including emissions from our digital activities.

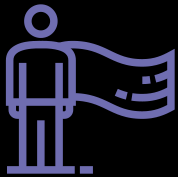
# Community & giving back

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



*"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



**38**

Community projects supported



**1,435**

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



**+2,8M**

Raised for charity

## 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

## 2020 IAPCO Conference & General Assembly

The MCI Canada team was co-host to the 2020 IAPCO Conference and General Assembly, inviting over 100 high-level leadership from Professional Congress Organizers around the world. IAPCO has always had a strong focus on sustainability, so as hosts of the 2020 Conference, our team worked in collaboration with all the event' stakeholders to create an environmentally friendly experience:

- Followed [IAPCO Plastic Pledge](#) ensuring an entirely **plastic free conference**
- Delegate **bags made from re-purposed street banners** that were donated. These bags were manufactured by a company that provides flexible training and employment for women who are newcomers to Canada, living with mental health challenges, or who are experiencing other employment barriers.
- Provided rubberised stainless-steel bottles to **reduce the use of plastic bottles**
- Hosted at the Vancouver Convention Centre, West Building – the world's first double LEED Platinum certified convention centre
- Locally sourced, healthy food choices including Ocean Wise seafood, where possible
- Transportation/shuttles used electric vehicles to reduce the carbon footprint
- Name badges that were 100% recyclable paper
- Lanyards were made from a variety of reground and melted materials manufactured in Canada and 'borrowed' from the Vancouver Lanyard Library, and returned, to be re-used and reduce waste



# 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

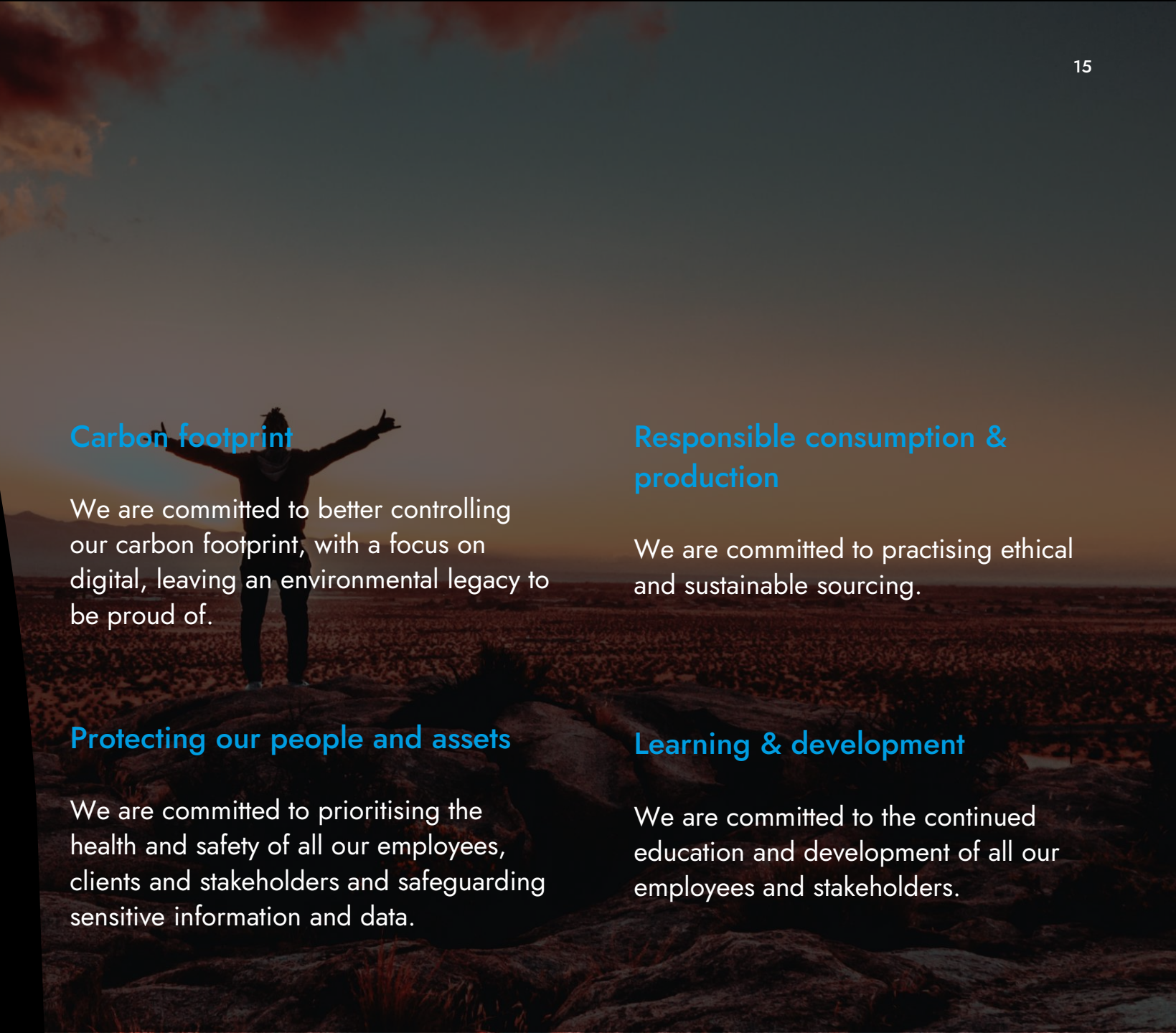
We are committed to prioritising the health and safety of all our employees, clients and stakeholders and safeguarding sensitive information and data.

## 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](http://www.mcigroupsustainabilityreport.com)

**mci**  
**group**

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