GOVERNANCE

SUSTAINABILITY REPORT 2022
THINK BEYOND
BUSINESS ETHICS

Our business ethics approach is based on the UN Global Compact framework, which we have been signatories of for 15 years. It is also guided by Transparency International’s Guide – Business Principles for Countering Bribery. It consists of the following key pillars:

COMMIT
UN Global Compact call to action
In addition to our CEO’s commitment, we signed the UN Global Compact Call to Action and are calling on governments to promote anti-corruption measures and implement policies that will establish sound governance systems. The call to action urges governments to underscore anti-corruption and good governance as fundamental pillars of a sustainable and inclusive global economy.

ASSESS
Compliance with best practices, laws and regulations
Following our business ethics risk assessment, the risk of corruption and bribery across our group was defined as low. Some of our offices are in countries with an increased risk of corruption, especially in projects with governmental organisations, and we will continue to monitor and assess these situations on a need basis. In 2022, mci group received no fines or sanctions for unethical business practices and non-compliance with environmental or marketing & communications laws and regulations. We had no substantiated complaints regarding breaches of customer privacy and losses of customer data. No cases of discrimination or human rights violations were reported, no injury, fatality or notifiable incident for attendees or staff. Finally, mci group does not make contributions to political parties or politicians.

Define
Procedures and policy
Our Code of Business Conduct sets clear ethical expectations for all our talents and agencies. Based on the UN Global Compact principles, our code expresses values and beliefs for conducting business responsibly and transparently. Our policies and expectations are an integral part of our employee contract, and are shared with all new talents as part of our onboarding programme. So that our employees always have easy access to the relevant information, we have a dedicated “ethics” section on our intranet with our policies and guidelines, as well as training presentations on how to deal with ethics-related challenges.

The policies are assessed regularly by our group sustainability team and ethics council, collaborating with the appropriate shared service teams (finance, procurement, legal, HR). They must also be reviewed and signed off by the executive committee. We strive for associate ventures, affiliate companies and preferred partners to adopt ethical standards that are consistent with our own. For acquisitions, our due diligence processes also cover ethical risks.

We apply our values to our supply chain through our Supplier Code of Conduct.
MANAGE
Implementing good governance

Our advisory board, executive committee and group management team ensure the tone of good governance at the board level, applying the solid principles and values that provide the framework for how we do business.

The Ethics Officer is responsible for reviewing and responding to any compliance issues.

Escalation and whistleblowing procedures

mci group encourages reporting any suspected unethical, illegal, corrupt, fraudulent, or undesirable conduct involving our business and protects individuals who raise a concern without fear of victimisation or retaliation.

Reports of violations or suspected violations will be kept confidential to the greatest extent possible, consistent with the need to conduct an adequate investigation.

Our employees will not suffer demotion, penalty or other disciplinary action for reporting a concern, even if our company may lose business due to the refusal to do so.

When in doubt about a potentially unethical situation or the best course of action, employees, clients or suppliers can communicate directly with the local management team. If they are not comfortable speaking with their contact person, or not satisfied with the resolution, they can fill out a report on our external and secured platform or contact our business ethics team at ethics@mci-group.com.

As part of our 2021 Talent Engagement survey, we asked our talents “If faced with or if I see a harassment, discrimination or misconducts situation, I would feel most comfortable reaching out to”, the vast majority of our talents ticked “my direct manager” and/or “my local HR responsible”, only 2% would prefer to reach out to an external consultant.

Our talents trust their manager, which was confirmed again in our 2022 talent engagement survey with 86% of talents saying they trust their manager.

In 2022, we received zero reports from whistleblowers.

EcoVadis assesses more than 90,000 companies in 200 industries throughout 160 countries. In 2021, we achieved an EcoVadis score of 56 out of 100 points, with a “silver” status rating.

We will continue to engage with our stakeholders and suppliers to increase our positive impact across everything we do.

We are currently renewing our assessment and results should be available by the end of July 2023.

Sustainability awards

We endeavour to champion and celebrate the positive impact our offices make through their achievements in sustainability.

Our annual internal Sustainability Awards recognise those of our offices that are leading the charge in creating change by concretely implementing sustainability into their day-to-day practices, on clients’ projects, and in their local communities.

mci group donates €500 to each winning agency to support a charity programme of their choice.

We celebrate our offices’ successes in the following categories:

Client Project of the Year
Recognising an office that has effectively implemented sustainability practices on a client project:

This year, we have two winners in this category:

Winner: MCI Switzerland
for the ESCRS 2022 congress (European Society of Cataract & Refractive Surgeons) for the holistic approach to how sustainability was implemented at the congress.

Runner-up: MCI Germany
who helped one of their clients develop an ambitious sustainable event management system to be used on all their projects.

Community Engagement
Celebrating the office that has created the best culture of giving back to the community.

Winner: MCI Brazil
for supporting NGO “Talentos do Capão”

Supplier of the Year
Rewarding a supplier making a difference to people and the planet, with purpose-driven sustainability and social impact at their core.

Winner: Marriott International
for their SERVE360 programme.

Leadership in Sustainability
Honouring an office’s commitment to raising awareness and embedding sustainability into their day-to-day practices, taking office sustainability scorecard results into account.

Winner: MCI United Kingdom

Innovation in Sustainability
This year’s special category recognises a highly innovative project:

Winner: MCI Canada
for their Events for Change programme