



Sustainability strategy

Image
ACC Europe Conference 2024 — MCI Belgium

Our strategy

As a multinational company with a global and local reach, we recognise the immense responsibility and opportunity that comes with our global footprint. With a presence that spans across continents and communities, we believe we are uniquely positioned to drive change and foster a more sustainable and inclusive society.

Committed to the United Nations’ Sustainable Development Goals (SDGs), we strive to be more than just a company; we aim to be a vector of change. Leveraging our skills, voice and relationships, we are dedicated to promoting an active culture of care and responsibility. Our commitment extends beyond words; it is reflected in our actions as we work tirelessly to make a tangible difference in the world around us by achieving Net Zero Carbon by 2030.

As a group, we aim to adopt a comprehensive and forward-thinking approach to sustainability that covers environmental, social and governance issues. By conducting thorough materiality assessments and incorporating feedback from diverse stakeholder surveys, we continuously adapt our strategy to align with global trends and innovations.

In 2024, we conducted a double materiality assessment in accordance with the requirements of the EU Corporate Sustainability Reporting Directive (CSRD). The outcome will help us identify what matters and where to put our focus. Details on our double materiality can be found under Our Reporting section – page 106.

Since starting our sustainability journey in 2006, we have made a significant impact, transforming our company’s operations and contributing to a better future for both mci group and the wider world.



United Nations
Global Compact

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Within and beyond

We are committed to sustainability across all our activities, fostering a culture of care and responsibility that influences both our internal operations and external collaborations with clients and communities. Our aim is to build a resilient and sustainable business that makes a positive impact beyond our operations.

Within mci group

Within our agencies, we cultivate caring, inclusive, and eco-conscious environments where our talents can thrive. Our focus is on ethical leadership and governance, diversity, inclusion, equity, and a culture of continuous learning that encourages sustainable solutions wherever possible.

With our clients

We champion sustainability by embedding environmentally and ethically responsible solutions into every event and experience we create. Through a sustainable-by-design approach, we integrate strategic planning, innovative design thinking, and resource efficiency to minimise waste and reduce environmental impact—without compromising engagement or effectiveness.

Our commitment goes beyond just meeting standards; we proactively help clients navigate sustainability challenges, ensuring that their events and campaigns drive positive change, measurable impact, and long-term value. By making responsible choices effortless and impactful, we transform sustainability from an obligation into an opportunity for innovation, brand positioning and meaningful engagement

In our communities

We recognise our extensive influence on the communities in which we operate. Therefore, we are always mindful of engaging with ecologically certified suppliers and integrating community-centric aspects into all our projects to foster positive local impact.

Additionally, our global teams contribute over 2,000 pro bono hours annually to social action efforts and NGO events. Furthermore, we partner with Cool Earth to support the preservation of the Amazon rainforest, safeguarding both its indigenous communities and the crucial oxygen it provides.

We have been striving towards a more sustainable future for over 15 years, enhancing our practices and strategies over the years.

To ensure that we are all working towards the same outcomes, we have identified seven shared goals.

Our 7 shared goals

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| <div>Learning and development</div> <div></div> | <div>We are committed to the continued education and development of all our employees and stakeholders.</div> | <div>Protecting our people and assets</div> <div></div> | <div>We are committed to prioritising the health and safety of all our employees, clients and stakeholders, and safeguarding sensitive information and data.</div> |
| <div>Diversity, equity & inclusion</div> <div></div> | <div>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.</div> | <div>Environmental impact</div> <div></div> | <div>We are committed to measuring and reducing our environmental impact and carbon footprint, leaving a legacy to be proud of.</div> |
| <div>Governance</div> <div></div> | <div>We are committed to building awareness among our internal and external stakeholders on sustainable practices, and aligning ourselves with leading international standards in sustainability and reporting practices.</div> | <div>Community and giving back</div> <div></div> | <div>We are committed to working together to build a vibrant culture of responsibility and care that generates value for the communities where we work.</div> |
| <div>Responsible consumption and production</div> <div></div> | | <div>We are committed to integrating ethical and sustainable practices throughout our operations and client projects and practising responsible sourcing.</div> | |

Why sustainability matters to us

Sustainability is central to our mission

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

Climate change, the loss of biodiversity, the health and social crisis and all the consequences that result from it push us to question the impact of our actions.

We want to use our collective skills and relationships to contribute positively and invent a more harmonious society – for our clients, our talents and our communities.

Operating responsibly

Accelerated consumption, globalisation and ecological decline demand a deep understanding of the sustainability of our supply chain.

We want to be part of the solution and lead the transition to a more sustainable global economy, enhancing resource efficiency and boosting social benefits, thus also securing our business's future.

Building trust

In the digital era, building trust means being transparent about our sustainability efforts. With increasing regulatory focus on environmental impact, we strive to exceed basic standards and support our clients in adopting sustainable practices.

Competitive advantage

Sustainability is no longer just an expectation – it is a key driver of business success. Companies are increasingly selecting partners based on sustainability performance, making responsible business practices a critical differentiator.

Our clients and partners are advancing their sustainability strategies, integrating ethical sourcing, carbon reduction, and circular economy principles into their operations. As a result, they seek agencies that align with these priorities and provide innovative, measurable solutions that elevate their impact.

For us, sustainability is a growth enabler – it drives innovation, strengthens brand trust, and enhances stakeholder engagement. By embedding sustainable principles into our strategies, we don't just meet expectations – we help our clients turn sustainability into a competitive edge, reinforcing their position as industry leaders while ensuring long-term business resilience.

Resilience

In an era of climate uncertainty, shifting regulations, and evolving stakeholder demands, resilience is essential for business continuity. Sustainability equips organizations with the agility to anticipate and adapt to global challenges, from resource scarcity to supply chain disruptions.

Our approach to sustainability is proactive, not reactive. We integrate sustainable best practices into our event and marketing strategies, ensuring our clients are future-ready and aligned with the broader industry shift toward ethical and responsible business models. By embracing sustainability as a core principle, we mitigate risk, enhance operational efficiency, and strengthen long-term business stability in an increasingly complex global landscape.

Business opportunity

Sustainability is not just a responsibility – it is a massive economic opportunity. As industries accelerate their transition toward a low-carbon, circular economy, new markets are emerging in renewable energy, cleantech, sustainable fashion, and green infrastructure.

For this transition to succeed, companies need to engage stakeholders, activate communities, and drive behavioural change – creating a significant demand for sustainable events, marketing, and strategic communication. Governments will need to form cross-sector partnerships, businesses will need to reposition their offerings, and associations will play a crucial role in knowledge-sharing and industry transformation.