

Sustainability

Strategy





Our approach to sustainability

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](#).

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.

We embed sustainability across everything we do

Within our agencies, we cultivate caring, inclusive, and eco-conscious environments where our talents thrive. We champion ethical leadership, diversity, inclusion, and continuous learning—encouraging sustainable solutions wherever possible.

With our clients, we embed environmentally and ethically responsible solutions into every event and experience we create. Our sustainable-by-design approach integrates strategic planning, innovative design thinking, and resource efficiency to minimise waste and reduce environmental impact without compromising engagement or effectiveness. We proactively help clients navigate sustainability challenges, transforming it from an obligation into an opportunity for innovation, brand positioning and meaningful engagement.

In our communities, we engage with ecologically certified suppliers and integrate community-centric aspects into all our projects. Our global teams contribute over 2,000 pro bono hours annually to social action efforts and NGO events. We partner with Cool Earth to support the preservation of the Amazon rainforest, safeguarding both its indigenous communities and the oxygen it provides.

Our 7 shared goals

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.

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.



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.



Governance

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.



Learning and development

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



Responsible consumption and production

We are committed to integrating ethical and sustainable practices throughout our operations and client projects and practising responsible sourcing.



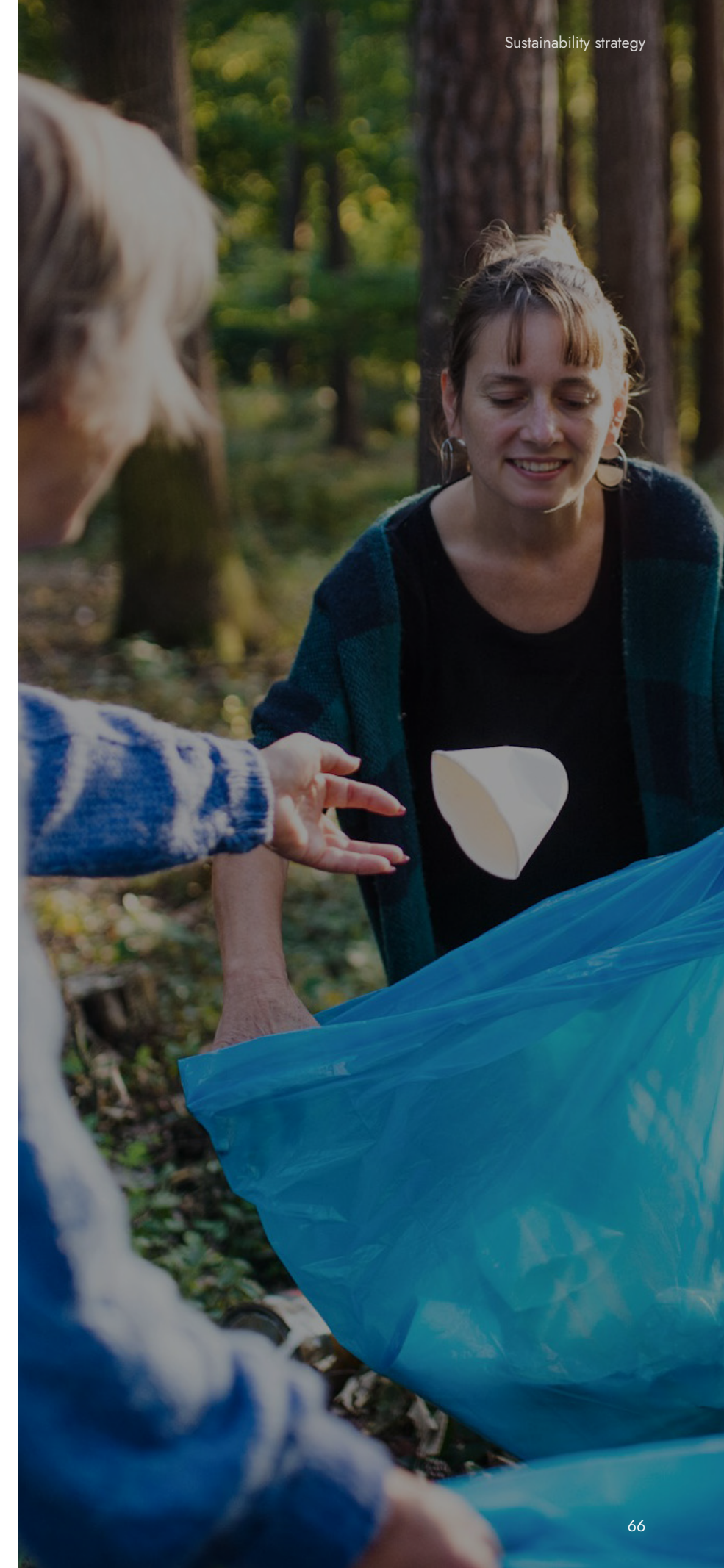
Environmental impact

We are committed to measuring and reducing our environmental impact and carbon footprint, leaving a legacy to be proud of.



Community and 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.



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.

Competitive advantage and resilience

Sustainability is no longer an expectation—it drives business success. Our clients select partners based on sustainability performance, making responsible practices a critical differentiator. They're advancing their own strategies through ethical sourcing, carbon reduction, and circular economy principles. By embedding sustainable principles into our offering, we help our clients turn sustainability into a competitive advantage whilst ensuring long-term business resilience.

In an era of climate uncertainty and evolving stakeholder demands, sustainability equips organisations with the agility to anticipate and adapt. We integrate sustainable best practices into our event and marketing strategies, ensuring our clients are future-ready. We mitigate risk, enhance operational efficiency, and strengthen long-term stability in an increasingly complex global landscape.

Business opportunity

As industries transition toward a low-carbon, circular economy, new markets are emerging—renewable energy, cleantech, sustainable fashion, and green infrastructure. Companies need to engage stakeholders, activate communities, and drive behavioural change. This creates significant demand for sustainable events, marketing, and strategic communication. Governments, businesses, and associations all need partners who understand this transition. We are uniquely positioned to help them succeed.

