

Sustainable

solutions



Sustainable solutions for our clients

Sustainability is foundational to our approach. At mci group, it shapes how we imagine, design and deliver, the choices we make, the partners we choose and the stories we help our clients tell.

We embed environmental, ethical and social responsibility into every experience we create. Every project is an opportunity to reduce impact, elevate people and build value that lasts well beyond the moment. That is how we help clients strengthen resilience and leave a positive mark on the communities they engage in.

Organisations now face rising expectations from climate targets to accessibility, circularity and social inclusion. They need solutions that are practical, measurable and human. Above all, they need partners who can turn ambition into action, without slowing creativity or momentum.

This is where our capabilities make the difference. Across engagement and events, strategic communications and public affairs, social media and brand content, creative technology and production, data and research, and community and association engagement, our strengths work as one. Each capability amplifies the others. Together, they embed responsible design at every stage. They deliver experiences that are inclusive, innovative and ready to face tomorrow.

This year, we won 13 ESG awards, mostly for client projects we delivered. This external recognition proves our approach delivers measurable impact.

Strategic objective

Continue to engage and support our clients in their transformation journey, ensuring they are future-ready and aligned with the broader industry shift towards ethical and responsible business practices.

48

projects with a carbon footprint assessment

13

ESG awards won

922

ESG training session received by our talents

Our sustainability value proposition

1. A fully integrated sustainability ecosystem

We support clients end-to-end, embedding responsible practices across the entire customer journey. Sustainability is built in from the start. It shapes how experiences are designed, communicated and delivered from start to finish.

2. A holistic approach to social and environmental responsibility

We address accessibility, DEI&B, ethical sourcing and community impact alongside carbon reduction. We design experiences that are accessible, inclusive, ethically delivered and community positive.

3. Sustainability by design from day one

We guide clients to make responsible choices at the briefing stage, not later. Our five-stage framework (Rethink, Reduce, Choose, Eliminate, Help) makes sustainability practical and measurable, helping clients align ambition with execution.

4. Global expertise with local impact

With teams in over 60 countries, we deliver solutions that combine global best practice with local relevance. From regenerative travel to circular event design, we create experiences that reduce impact and generate positive social and economic value.

5. Innovation as a force for good

We combine creativity, design thinking and advanced technology (including AI, hybrid formats and responsible production) to enable engagement that is both impactful and sustainable. Innovation and responsibility move together.

6. Strong governance that builds trust and accountability

Our sustainability commitments are based on robust governance, world-class data protection and ethical leadership. We give clients confidence that sustainability commitments are delivered responsibly, consistently and at scale.



Our sustainability capabilities



“Social and environmental impact are no longer a side story. They are what make experiences matter, communities engage, and legacies last.”

Oscar Cerezales
Global President

Engagement and events

Creating responsible experiences that inspire change

We create experiences that bring people together while moving impact in the right direction. From format design to travel choices, waste reduction and supplier selection, sustainability and social responsibility guide every step.

Accessibility, inclusion and community benefit are not considerations. They are foundations. Whether corporate, association-led or incentive travel, our experiences uplift local communities, respect cultures and create positive legacies. We leave impact, not footprints.

Our sustainable-by-design model

We integrate sustainability from the first idea to the final moment. It is not a box to tick. It is the lens through which we imagine new possibilities. Our approach is guided by a clear framework that empowers teams, clients and partners to make responsible, confident choices.

Rethink

Design accessible and inclusive experiences. Use digital tools and technology with purpose. Collaborate with partners who share our values.

Choose

Prioritise certified suppliers, responsible sourcing, energy-efficient solutions and local, seasonal produce.

Help

Engage local communities, leave positive legacies, donate materials and measure impact transparently.

Reduce

Minimise waste and resource consumption. Focus on food, materials, water and transport. These are the areas that make the greatest difference.

Eliminate

Avoid single-use items, harmful chemicals and any unethical business practices.

This approach ensures that every experience delivers positive environmental and social outcomes while enhancing the experience for participants.

Strategic communications and public affairs

Shaping narratives that accelerate sustainable transformation

Sustainable transformation starts with clarity. Organisations must communicate their ESG commitments with authenticity and rigour, building trust with regulators, investors, employees and communities. Public affairs shape the regulatory and stakeholder landscape where this transformation happens.

We turn complex sustainability issues into narratives that resonate, shift perception and build momentum. We help organisations chart their path through evolving regulations, engage stakeholders with confidence and position sustainability as a business imperative, not a cost.

Our approach combines strategic storytelling with deep policy expertise. We guide clients through carbon disclosure frameworks, circular economy regulations and ESG reporting standards. We mobilise stakeholders (from supply chains to industry bodies) to create the conditions where sustainable practices thrive.

The result is credibility. Organisations that communicate with clarity and purpose build stronger relationships, attract top talent and retain customer loyalty. They also shape industry standards, moving entire sectors towards responsible business.

Data and research

Insight that empowers decisions and strengthens accountability

ESG commitments succeed when they are evidence-based. Organisations need to understand what audiences expect, measure whether their sustainability efforts are creating real change and communicate progress with confidence and transparency.

We deliver this through audience research, customer insights and robust impact measurement. We help clients understand stakeholder expectations, track the effectiveness of their sustainability initiatives and identify the practices that move the needle.

Our research capabilities cover baseline studies, benchmarking, perception tracking and outcome evaluation. We provide actionable insight to optimise future activity. Clients refine their approach based on what works, not what looks good.

The result is authentic accountability. When organisations know what their communities expect, measure what they deliver and act on the findings, trust grows. Data becomes a driver of genuine sustainability, not a compliance exercise.

Creative technology and production

Creating experiences with impact, not excess

Technology is a catalyst for responsible innovation. We use creative technology, digital tools and smart audiovisual strategies to design engaging experiences while integrating practical ways to reduce environmental impact.

This commitment translates into concrete production choices: energy-efficient technical setups, responsible material selection and circular production principles. Whenever possible, scenic elements are reused, logistics is optimised and trusted local and international partners are engaged to limit transport, waste and unnecessary duplication.

We also focus on the often-overlooked impact of digital production through more efficient content workflows, reduced storage and smarter data management across live and digital environments.

Where measurement tools are available, we assess event footprints together with clients, helping identify practical opportunities to reduce emissions across production, logistics and operations from concept to delivery.

The result is experiences that remain powerful and engaging while supporting a more responsible way of producing events.

Part of mci group and specialised in technical production, Dorier has embedded sustainability into its operations for many years. ISO 14001 certified since 2021, the company continuously works to reduce the footprint of the events it delivers.

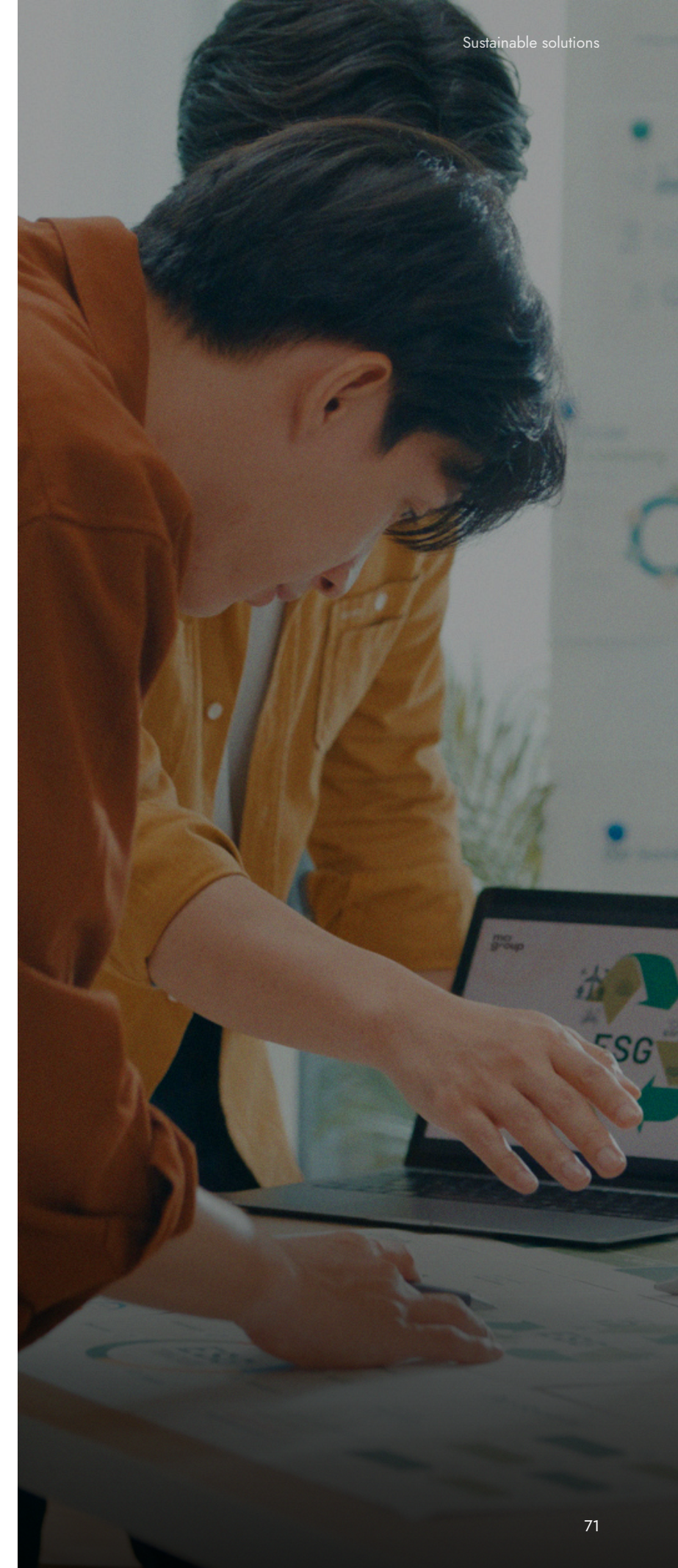
Social media and brand content

Using digital storytelling to drive awareness and action

Our approach to brand content and social media is built on creating content that truly matters. Content with purpose, relevance, and lasting value.

We focus on insight-led storytelling that connects brands with their communities in meaningful ways, rather than producing content simply to follow trends. By combining strategic thinking, creativity, data intelligence, and deep listening to audiences, we develop narratives that are useful, inspiring, and engaging.

The result is a more responsible and sustainable content ecosystem. One that prioritises quality over volume, builds authentic relationships with communities, and ensures every story contributes to long-term brand value.



Community and association engagement

Powering industries through responsible collective action

Associations shape industries, set standards and convene global communities. We help them grow through strategic planning, policy engagement, knowledge-sharing and event delivery.

We combine deep association expertise with advanced sustainability capabilities. We understand the structural, governance and community dynamics that define the association model. We design solutions that fit their realities.

Whether designing sustainable annual conferences, congresses or trade shows, strengthening governance or enabling inclusive experiences, we help associations embed ethical, environmental and social responsibility into their core mission. We turn sustainability into a driver of long-term value for their communities.

Here's how our association sustainability strategy works:

Capacity-building & education

Continuing professional development, accreditation programmes, and industry-wide standards are at the heart of most professional and trade associations. Together, they shape how knowledge is shared, skills are developed, and best practices are adopted across entire sectors. By strengthening skills, building competencies, and supporting ongoing training, these initiatives play a critical role in addressing sustainability challenges.

Information & knowledge sharing

Associations already help members, member companies and other stakeholders – including government agencies – stay abreast of the latest trends and innovate. They often choose to focus on enhanced knowledge-sharing around specific SDGs, including providing practical tools, examples, and case studies.

Best practices & quality assurance

Many associations are developing specific certification programmes to address and promote sustainable practices in their industry, sector, or profession.

Codes of conduct

Ethical standards, codes of conduct and operating principles are foundational elements of professional and trade associations. They can be used to help implement best sustainable practices among members, customers and the entire industry or profession.

Technical standards & specifications

Through codes, standards, guidelines and specifications, associations can help individual members and member companies understand and improve the practical implications of key sustainability issues. These measures also underwrite and stimulate best sustainable practices.

Advocacy & public affairs

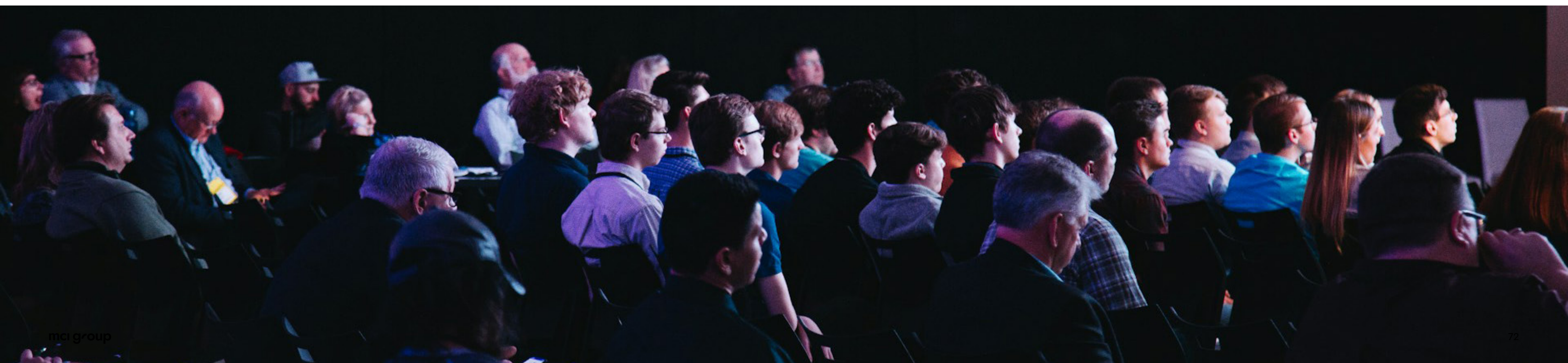
Associations play a strong role as trusted and representative voices of their industry or profession. The collective voice of members and customers can influence governments and policy development toward effective change that advances the SDGs.

Benchmarking & research

Associations can conduct and publish research that encourages members and customers to reach the highest levels of performance and holds them accountable. Benchmarking reports are an effective tool for monitoring and measuring continuous improvement and traction toward the SDGs.

Partnerships & affiliations

One of the most impactful ways associations can address the long-term goals of the UN's 2030 Agenda for Sustainable Development is by forming partnerships with relevant organisations, agencies and institutions to accelerate change and tackle specific challenges.



Our sustainable project journey

Every sustainable experience we create follows a clear, collaborative journey. It allows our clients to make responsible decisions with confidence. Every project, regardless of scale or location, delivers measurable, meaningful impact.

1. Define purpose

We understand the client's sustainability ambition, business goals and audience needs. This gives the project clear purpose and sets the foundation for responsible design.

2. Assess context

We evaluate supply chains, local conditions, stakeholder expectations and regulatory landscape. We identify where interventions matter most.

3. Design responsibly

Using our sustainable-by-design framework, we integrate responsible choices from the start. Format, suppliers, materials, travel and engagement approaches are all shaped to reduce impact and elevate engagement.

4. Deliver with intention

We bring the project to life with solutions that minimise waste, prioritise ethical suppliers, support local communities and enhance inclusivity. Every detail contributes to a stronger legacy.

5. Measure impact

We capture data, track carbon emissions and evaluate performance. Our reporting helps clients understand progress and shape future sustainability commitments.

6. Learn and evolve

With every project, we gather insights, refine our approach and raise the bar. Sustainability is a continuous journey. We move forward together.

Empowering our teams

Our people are at the heart of sustainable transformation. Every new team member completes sustainability training. Teams receive ongoing development and practical tools, including our Sustainable and Inclusive Events Guidelines.

In 2025, our teams received 922 training sessions, strengthening our ability to support clients globally.

Our future built on responsibility

Sustainability sits at the core of our strategy. We help clients turn ambition into action through innovation, collaboration, measurement and human-centred design.

We believe experiences can shift mindsets and spark collective action. When designed with purpose, they reduce impact while creating meaningful value for people and communities.

Our ambition is clear: to contribute to a fairer, more resilient and more sustainable future for everyone, with everyone, moving together.

Case Story

Embedding sustainability from day one in large-scale corporate events

For a senior partner meeting hosted by a leading global management consulting firm, MCI Spain was entrusted with the design and delivery of a large scale, multi day corporate event bringing together senior leaders and their guests in Barcelona.

From the very start, sustainability was integrated into the project's DNA. Environmental and social impact considerations shaped every decision, from venue transformation and technical production to catering, entertainment and logistics. Rather than being added at the end, sustainability was treated as a core design principle alongside creativity, experience and operational excellence.

The team transformed more than 25,000 m² of industrial space across multiple venues into a fully immersive corporate ecosystem. A comprehensive sustainability strategy guided the project, including carbon footprint tracking, waste reduction and recycling, food and material donations, and the complete elimination of single-use plastics. Close collaboration with local partners and social organisations ensured that the event's positive impact extended beyond its immediate footprint.

This project demonstrates how ambitious, high profile corporate events can deliver memorable experiences while setting new standards for responsible event delivery.

1,482 285 €1,414.50

kg of CO₂ emissions avoided through carbon tracking and reduction measures

kg of surplus food donated, providing 1,160 meals to local charities

donated to a Care Centre for children with family difficulties

Case Story

Inclusive by design: community, culture, and impact at scale

For the 76th International Astronautical Congress (IAC 2025), MCI Australia partnered with the Space Industry Association of Australia, the International Astronautical Federation, the Australian Space Agency, and the NSW Government to co-design a scientific congress with a bold strategic objective: engaging communities far beyond the typical congress audience.

From the outset, early co-design workshops with Indigenous Elders and cultural advisors embedded accessibility, cultural respect, and public engagement into every decision. First Nations leadership shaped the programme through authentic representation, a Welcome to Country, Indigenous-led plenary sessions, and 26 technical papers linking sky country with contemporary space exploration. This approach built trust and set a new benchmark for socially sustainable scientific events.

Beyond the congress, MCI Australia transformed IAC 2025 into a national learning moment. Public Day welcomed 18,544 attendees, the largest in IAC's 76-year history. Families, students, and educators took part in hands-on science and technology activities, astronaut Q&As, and the Young Space Explorers programme, turning space careers from distant dream into attainable reality.

High-impact community activations, coordinated media engagement, and astronauts brought space into everyday life, generating national visibility and a staggering economic impact of 47 million AUD for the region.

In recognition of this work, MCI Australia won the ABEA Sustainability Initiative of the Year – Social & Cultural. The project stands as a powerful example of how inclusive design can create lasting cultural, educational, and economic value.

Key highlights



Case Story

Building long-term impact through a holistic sustainability partnership

For several years, MCI has partnered with the European Society of Cataract and Refractive Surgeons (ESCRS), working in close collaboration with the team at GDS Movement, to continuously strengthen the sustainability of its annual Congress. This long-term collaboration reflects a shared ambition to move beyond one-off initiatives and embed sustainability as a strategic, evolving pillar of the event.

At ESCRS Congress 2025 in Copenhagen, teams from across Switzerland, the UK, the Netherlands, the US and Ovation Scandinavia DMC worked together to deliver a holistic approach that extended well beyond the event itself. Using our full range of capabilities, we supported ESCRS in engaging their entire ecosystem, from suppliers and exhibitors to delegates and local partners.

Circularity was designed in from the start. Over 72% of all assets were hired or made from reclaimed materials. A closed-loop approach governed everything from signage to catering, where 87% of food was locally sourced and 73% served vegetarian or vegan. Waste segregation systems and deposit bottle schemes engaged attendees directly in the mission.

Stakeholders confirmed the impact. When asked how important ESCRS' commitment to sustainability was, 79% of respondents rated it as highly important, with 14% seeing it as moderately important. Participants noticed and appreciated tangible initiatives, such as water refill stations, badge recycling, and visible waste

management. These actions reinforced the perception that the organisation takes sustainability seriously. More broadly, delegates associate responsible practices with a modern, well-managed congress. Sustainability had become integral to their event experience.

Community engagement played a central role, with a dedicated sustainability education track, inclusive programmes, childcare services and social activations, including the ESCRS 5K Run, strengthening sustainability leadership across the wider ophthalmic community. Beyond the congress floor, the event served as a platform to inspire sector-wide change through research awards and the global EyeSustain initiative.

This enduring partnership has been recognised through multiple industry awards, acknowledging the shared commitment of MCI and ESCRS to excellence, innovation and responsible event delivery.

You can view the full sustainability report [here](#).



Key highlights

72% 73% 100% 87%

of assets sourced from reclaimed or reused materials, reinforcing circular design and 54.5% of materials reused, donated or repurposed after the event

of the food served was vegetarian or vegan and 86% was locally or regionally sourced

of unavoidable carbon emissions offset, achieving a carbon-neutral event

of attendees rated ESCRS sustainability efforts as Impressive or Good

Case Story

Journées Dermatologiques de Paris: advancing sustainable congress practices

From 2 to 6 December 2025, MCI France partnered with the Société Française de Dermatologie (SFD) to support the Journées Dermatologiques de Paris (JDP) in taking a decisive step towards more sustainable congress delivery.

Working closely with the SFD board, the 2025 edition was designed as a pilot for responsible event practices. For the first time, the congress introduced a structured carbon footprint assessment, waste measurement, and monitoring of key resource uses. These actions established a clear baseline to guide future improvements.

Sustainability was embedded across the event. Measures included reducing materials, removing carpets, prioritising sustainable suppliers, and adopting responsible communication practices. Clear guidelines encouraged participants to make more informed choices, including around travel and accommodation. Sustainability was also integrated into the scientific programme through dedicated sessions and engagement initiatives.

This collaborative approach helped position sustainability as a shared responsibility involving organisers, partners, exhibitors, and participants. Feedback highlighted strong engagement and a growing awareness of responsible practices across the community.

JDP remains one of Europe’s leading dermatology congresses. By strengthening its environmental approach, the 2025 edition demonstrated how long standing scientific events can evolve to meet broader social and environmental expectations, while continuing to support education, collaboration, and positive change.

Key highlights:

- Carbon footprint assessment launched to define measurable 2026 targets.
- Waste reduction measures implemented across exhibition and logistics.
- On site CSR audit validating responsible practices across the event

Case Story

Canadian Digestive Disease Week: embedding sustainability into healthcare events

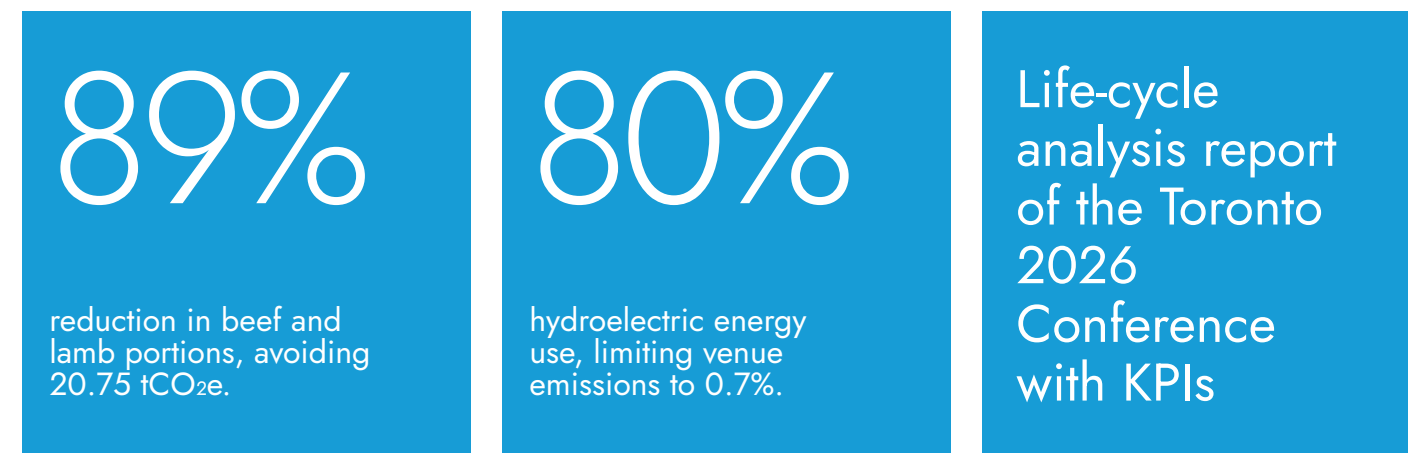
At Canadian Digestive Disease Week™ (CDDW™) 2025, MCI Canada partnered with the Canadian Association of Gastroenterology (CAG) to assess and reduce the event’s environmental impact using a clear measure—educate—act approach.

The teams integrated sustainability across planning and delivery, combining data analysis, participant engagement, and operational improvements. Using the TRACE platform (event carbon measurement tool), emissions and waste data were analysed across key impact areas, including delegate travel, food and beverage, and venue operations. This enabled informed decisions on travel patterns, menu choices, energy use, and waste management.

Education played a central role with the “eco-digest” created to highlight sustainable efforts at CDDW™. From the website and newsletters to the mobile app and onsite, delegates received clear information on the environmental impact of their choices, from travel to catering. Plant forward menus, water refill stations, and reduced single-use items were prioritised. Close collaboration with the venue further supported efficiencies in energy and waste practices.

The initiative also included a life-cycle analysis to support long-term planning for future editions, including Toronto 2026 and Vancouver 2027. Together with CAG, this work established a transparent baseline and positioned CDDW™ as a reference for more responsible convening in the healthcare sector.

Key highlights



Case Story

CONESCAP 2025: embedding ESG principles into large-scale events

In October 2025, MCI Brazil supported the 21st edition of CONESCAP, a major event for Brazil’s accounting and consulting community. Organised by the National Federation of Accounting Services Companies (FENACON) and regional Union of Accounting Services Companies (SESCON), the congress brought together thousands of professionals and provided a strong platform to advance Environmental, Social, and Governance practices in event delivery.

Sustainability was integrated across the full event lifecycle. All carbon emissions linked to production and transportation were offset, with a formal certificate issued to confirm this commitment. Production choices prioritised lower environmental impact, including water-based inks, low-water scenic designs, and the reuse of materials such as tarpaulins, which were repurposed for social housing applications. All wood used across scenic and stand structures was sourced exclusively from reforestation efforts, reflecting a commitment to responsible and durable production practices. Waste was managed through selective collection and circular practices, while scenic materials were reused, recycled, or adapted for future projects.

Social inclusion was a central focus. The production team reflected strong gender representation, with women accounting for 70% of crew members. Employment opportunities were extended to people with disabilities, while clear policies promoted respect, safety, and equal access for all participants. Catering included vegetarian and vegan options, and working conditions were designed with health and well-being in mind.

Through this integrated approach, CONESCAP 2025 demonstrated how large industry events can combine scale, responsibility, and positive social impact, setting a strong benchmark for ESG driven event production.



Key highlights

100%

of event-related carbon emissions were offset

70%

female representation within the production team

100%

reforestation-sourced wood used for scenic and stand structures