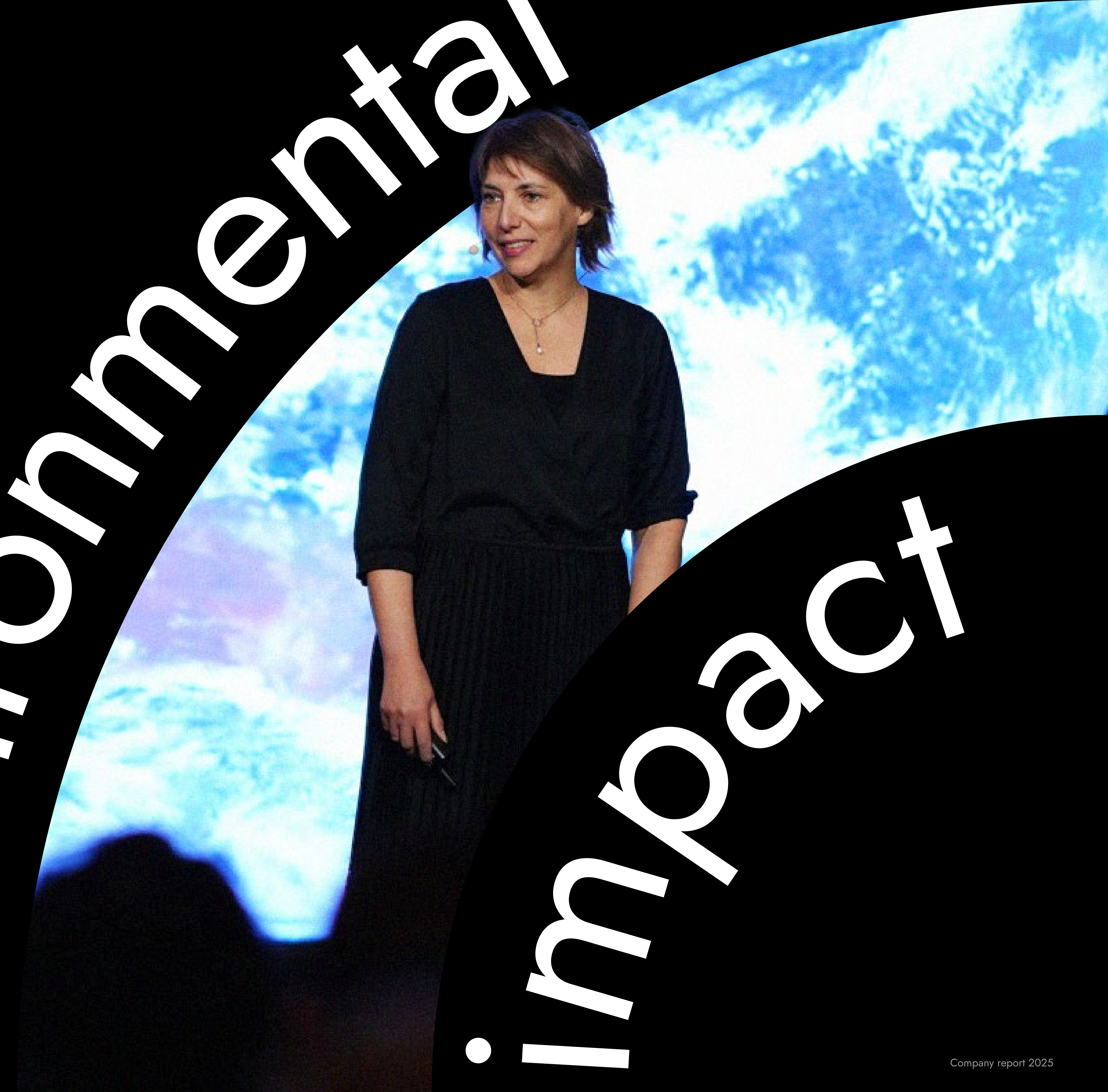
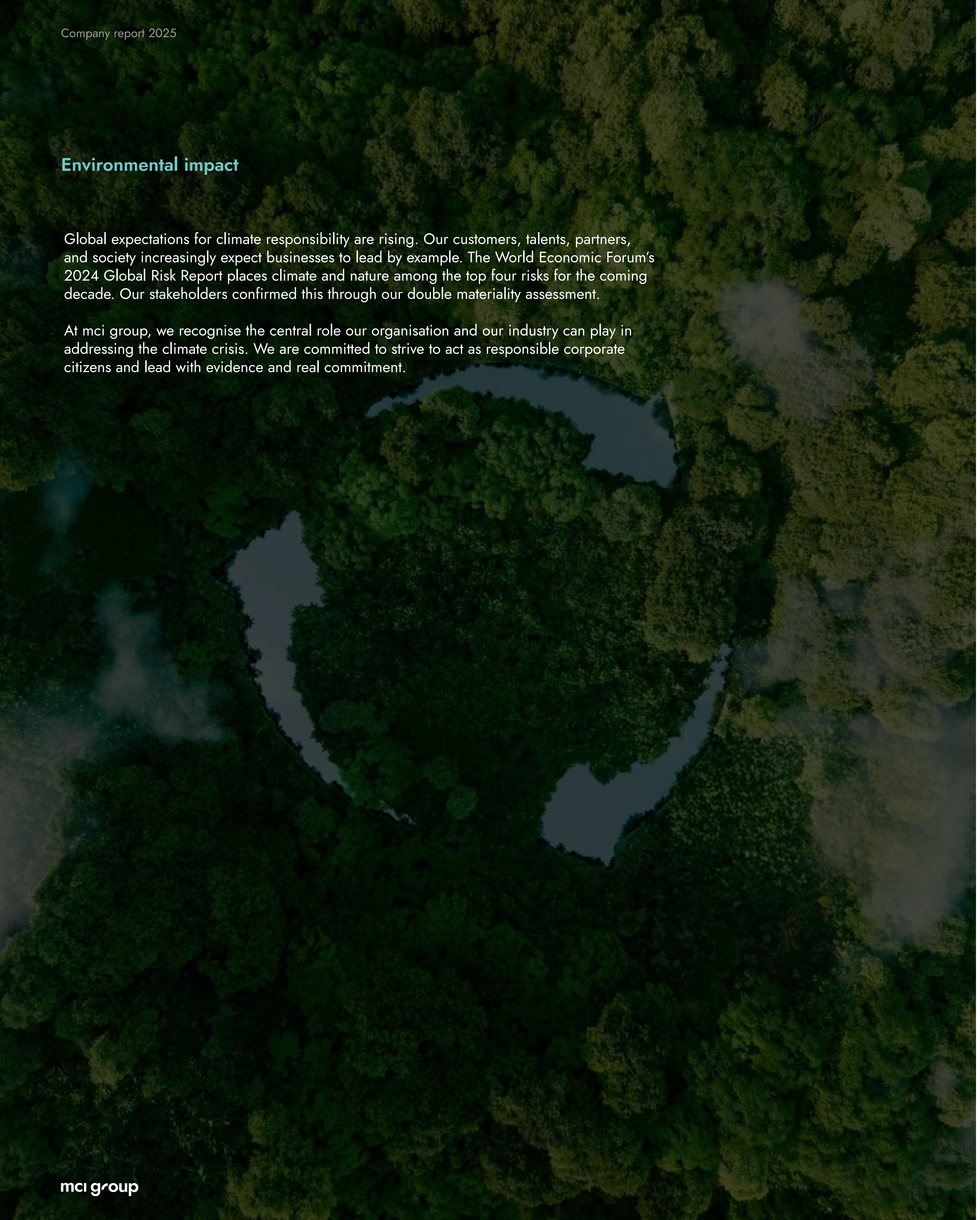
Environmental impact





Environmental impact

Global expectations for climate responsibility are rising. Our customers, talents, partners, and society increasingly expect businesses to lead by example. The World Economic Forum's 2024 Global Risk Report places climate and nature among the top four risks for the coming decade. Our stakeholders confirmed this through our double materiality assessment.

At mci group, we recognise the central role our organisation and our industry can play in addressing the climate crisis. We are committed to strive to act as responsible corporate citizens and lead with evidence and real commitment.

Our strategic commitment

In 2021, our company joined the Net Zero Carbon Events (NZCE) initiative at its inception.

The pledge emerged from a task force led by industry associations such as UFI, AIPC and ICCA, with the support of the UNFCCC secretariat.

As part of this initial working group, we helped shape a shared industry commitment to reach net zero carbon emissions by 2050 and agreed to take four specific actions:

- Publish by October 2026 our pathway to reach net zero by 2030 across scope 1, 2 and 3 emissions from our own operations, and work with our clients and supply chain towards full net zero by 2050.
- Measure and track our Scope 1, 2, and 3 Greenhouse Gas (GHG) emissions according to the industry's best practices
- Collaborate with partners, suppliers, and customers to drive change across the value chain
- Report on progress every year

Strengthened our environmental data foundations to support future Science-Based Targets for 2019 (our base year) and our most recent years 2024 and 2025.

Enhanced traceability of our operational waste through dedicated dashboards.

922 training sessions received by our talents.

Our path to Net Zero

2025 marks a decisive milestone in our sustainability journey, to define our reduction trajectory to our Net Zero pathway. We strengthen the foundations of our Net Zero pathway and empower our offices, talents, and clients to meet specific, quantifiable objectives and contribute to a lower-carbon future.

For now, we have identified the following key elements of our approach:

Emission reduction across our Scope 1, 2 and 3 emissions from our own operations focusing on:

- Optimise energy efficiency and purchase of renewable energy
- Switch to electric company car (9 offices) and truck fleet (Dorier's operations)
- Reduce our digital impact (waste and e-waste) across our Information Technology (IT) landscape
- Reduce the impact of our travel (for business or internal), including better monitoring and development of travel policies
- Implement sustainable procurement strategy for the products and services we consume
- Manage events on our behalf in a sustainable and inclusive way

Continue to support our clients in their sustainability transformation

- Include sustainable solutions in all our proposals
- Offer solutions to measure the environmental cost of the production of their projects
- Collaborate and educate our suppliers, especially around sustainability metrics.

We know that reducing all our GHG emissions to zero will not be possible. We will balance any remaining emissions through high-quality nature-based climate solutions.

Our strategic objectives

- Get a formalised Group's transition plan to Net Zero by end of the first semester 2026.
- All offices to develop their plan by end of 2026.
- Provide offices with business travel policy guidelines.

Carbon footprint and emissions monitoring

Since 2009, we have been tracking and transparently reporting our environmental impact annually, continually improving how and what we measure, and expanding our data quality and operational scope.

Since 2023, we have used a carbon footprint software that collects, centralises and analyses emission data from all our global offices. The tool follows strict international standards, including the Greenhouse Gas Protocol (GHG) and Science-Based Targets (SBTi), and uses emission factors from the French Base Carbone® database (ADEME) and other certified sources (DEFRA, IAE). It is certified by BC-C (Bilan Carbone® methodology), AICPA for data security, and is ISO compliant.

We evaluate mci group's carbon footprint using the Greenhouse Gas Protocol (GHG) across all three scopes. Last year, we expanded our emissions categories to address all boundaries within each scope and for our all global organisation.

Scope 1

relates to direct GHG emissions from fuel consumption for our own vehicle fleet, and fuel stationary emissions (office natural gas).

New in 2025 : refrigerant liquid gas refill for our air conditioning.

Scope 2

covers the indirect GHG emissions associated with the purchase of electricity (e.g. energy provider) consumed in our offices.

New in 2025: location-based and market-based reporting.

Scope 3

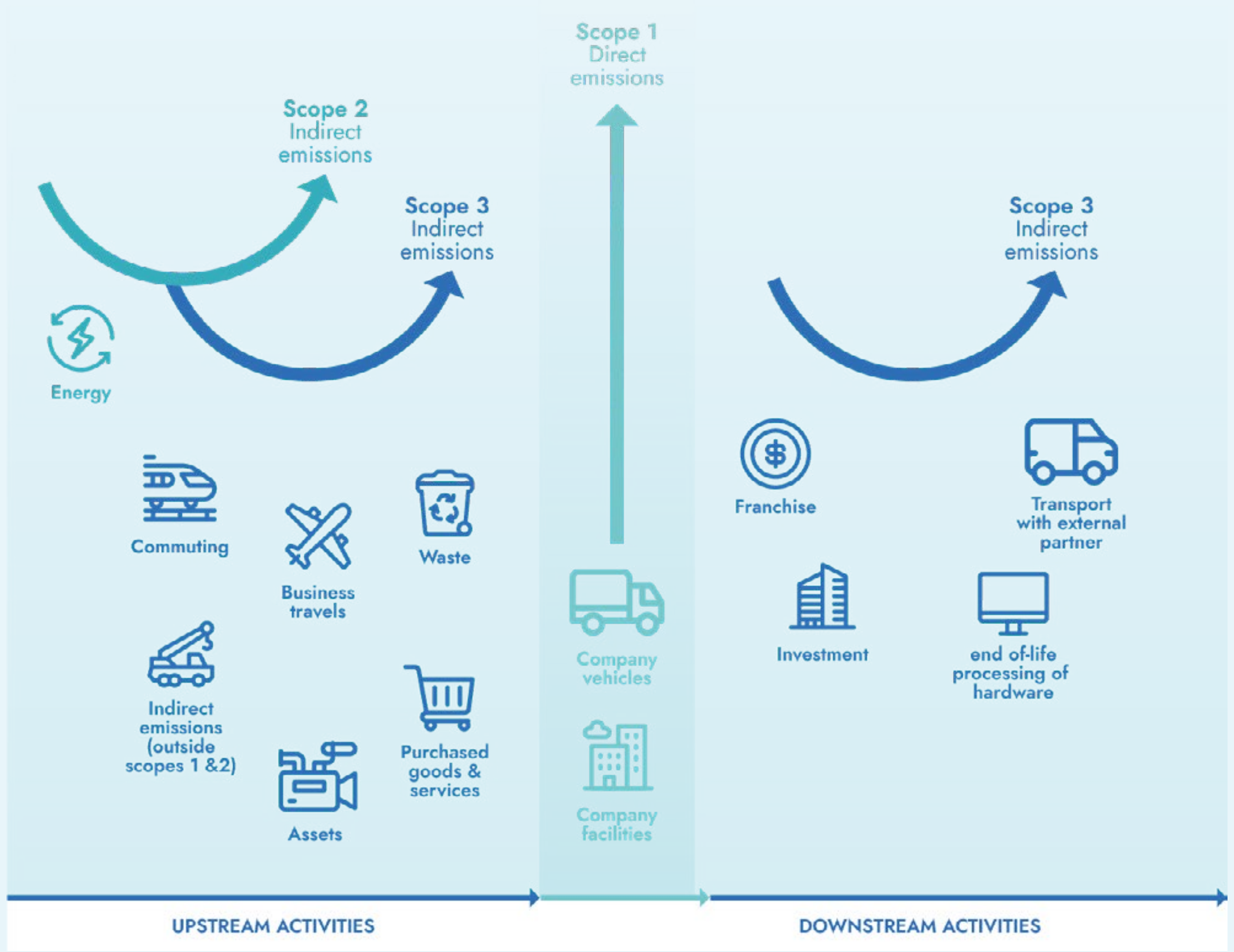
includes indirect GHG emissions generated by our company's downstream and upstream activities: our business travels (for internal purpose and for client projects), purchased goods and services (banking, insurance, consulting fees, office supplies, support & maintenance, IT licenses and connectivity...), assets (including IT facilities, AV equipment...), employee commuting, offices' waste, IT data, other fuel emissions not covered in scope 1&2. We do not include emissions that are beyond our direct control when referencing the NZCE pledge in relation to our client's projects.

New in 2025: own events taking place in Brazil, Belgium and The Netherlands (scope 3.1), Dorier's operations and AV-event production activities waste (scope 3.5), downstream freight of our Dorier's equipment on site, not covered by our own fleets (scope 3.9). Further updates will address the digital impact of our end-of-life hardware, and the use of digital solutions (apps, websites) and social media campaigns.

Our carbon footprint is now representative of all our operations:

- our entities and brands worldwide (27 countries)
- our acquisitions (Business Bridge Europe in 2022 merged with ESN in 2024; Matter, ESN and aNd Logistix in 2024; M&P, Pure Communication Group, Sea to Sky, Tipik and Realives in 2025)
- our franchises in 3 countries (China, Denmark and Saudi Arabia)
- our investments in Dorier Japan (50% ownership with JCS Communication) and Web3 & Blockchain World in Canada (50% ownership with Tapscott).
- It excludes entities in Chile, Oman, Qatar, and Malaysia, where we do not have a physical office, as well as investments in joint ventures, where we do not have operational control.

We measure our carbon footprint across 30 countries and all brands using the Greenhouse Gas Protocol, tracking the three emission scopes.



CO2e Emissions breakdown (tCO_2e)*

Emissions category		Baseline 2019	2024	2025	% change vs 2024	% change vs 2019
Direct emissions in our own operations (scope 1)	Mobile combustion	128	93	82		
	Stationary combustion	171	30	35		
Refrigerants (scope 1)				17		
Indirect emissions in our own operations (scope 2)	Purchased electricity (location-based)	640	204	191		
	Purchased electricity (market-based)	677	206	190		
Total Scope 1 and 2 (location-based)		**939**	**327**	**325**	**-0.6%**	**-65%**
Total Scope 1 and 2 (market-based)		**976**	**328**	**324**	**-1.4%**	**-67%**
Indirect emissions along the value chain (scope 3)	Purchased goods and services	2828	2700	2730		
	Capital goods	843	793	925		
	Fuel- and energy- related activities (location-based) (not included in scope 1 or scope 2)	218	70	58		
	Fuel- and energy- related activities (market-based) (not included in scope 1 or scope 2)	217	64	59		
	Freight dowstream operations	1.3	1.5	1.9		
	Waste generated in operations	172	133	137		
	Business travel	5921	3693	3461		
	Air business travel	5692	3565	3332		
	Road business travel	112	98	103		
	Rail business travel	117	31	27		
	Employee commuting	1531**	685**	717**		
	Others (franchises, own event)	319	212	242		
	Franchises (China, Denmark, Saudi Arabia)	91	24	22		
	*Own Event****	228	188	220		
Total Scope 3 (location-based)		**11854**	**8288**	**8273**	**-0.2%**	**-30%**
Total Scope 3 (market-based)		**11856**	**8282**	**8275**	**-0.1%**	**-30%**
TOTAL Scope 1 , 2 and 3 (location-based)		**12793**	**8615**	**8598**	**-0.2%**	**-33%**
TOTAL Scope 1 , 2 and 3 (market-based)		**12832**	**8610**	**8599**	**-0.1%**	**-33%**
Number of Full-Time Equivalent (FTE), as of 31 December		2402	1709	1764	3.2%	-27%
Revenues (million €)		557	575	582	1.3%	4.4%

* Include all acquisitions since 2019 on a pro-rata basis of the month of acquisition (BBE, Matter, ESN, aNd Logistix, Sea to Sky, Meet&Potato, Pure Communication Group, Tipik)

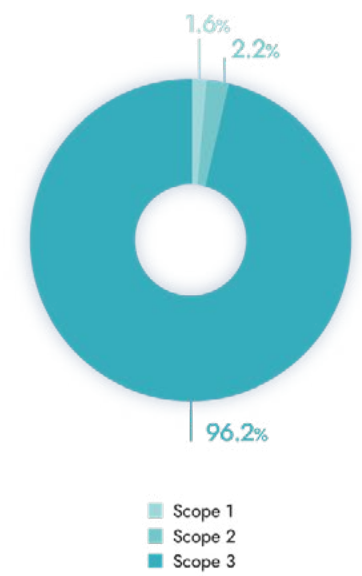
** Estimated commuting data based on 2023 collected data in pro-rata based on the Full-Time Equivalent (FTE) of the reporting year

*** Include HSM+, IGO-Doelencongres, European Space Conference, Defence & Security Conference, European Energy & Industry Conference

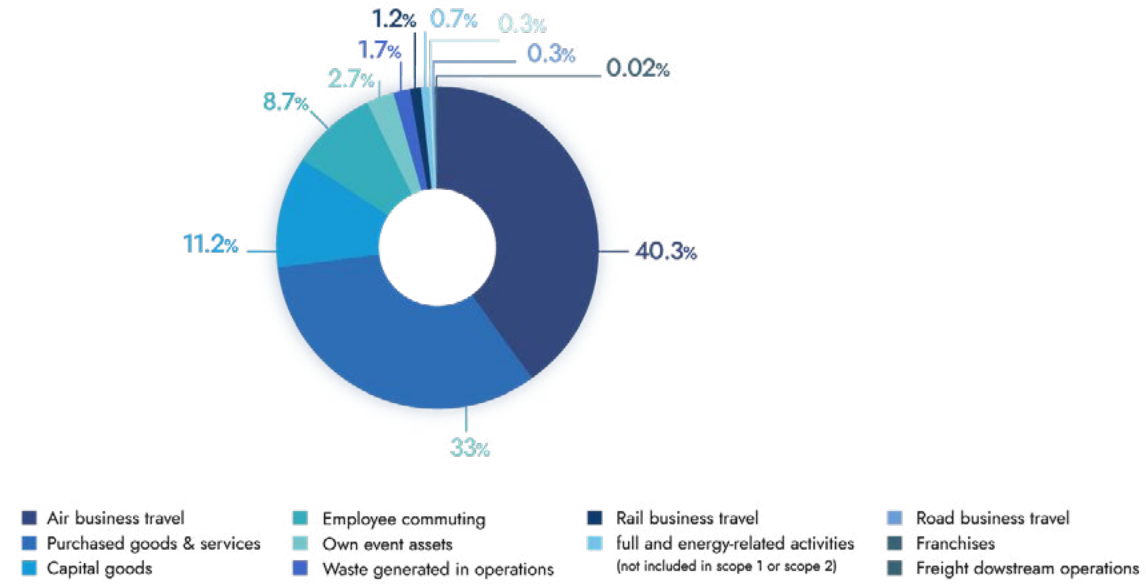
Carbon intensity (tCO_2e)

Intensity metric (on location-based emissions)		Baseline 2019	2024	2025	% change vs 2024	% change vs 2019
Total scope 1 and 2	Emissions per Full-Time Equivalent (tCO2e / FTE)	0.39	0.19	0.18	-3.6%	-53%
	Emissions per Revenues (tCO2e / €m sales)	1.69	0.57	0.56	-1.8%	-67%
Total scope 3	Emissions per Full-Time Equivalent (tCO2e / FTE)	4.93	4.85	4.69	-3.3%	-4.9%
Total scope 1, 2 and 3	Emissions per Full-Time Equivalent (tCO2e / FTE)	5.33	5.04	4.87	-3.3%	-8.5%
	Emissions per Revenues (tCO2e / €m sales)	23.0	15.0	14.8	-1.4%	-36%

Our emission sources per Scope



Breakdown of our Scope 3 emissions sources



Between 2024 and 2025, we reduced our total carbon footprint by 0.2% (8,598 tCO_2e), while continuing to grow our business. This included four acquisitions, the opening of a new office in Mexico, and a 3.2% increase in our workforce. Over the same period, gross margin from operations increased by 4.2%, demonstrating continued value creation alongside improved environmental performance. This progress reflects a partial decoupling of emissions from growth. Emissions per full-time equivalent decreased by 3.3% for direct operations (scope 1 and 2), while emissions per revenue declined by 1.8%, indicating improved efficiency across our activities.

Scope 3 emissions represent 96% of our total footprint. We reduced business-travel emissions by 6%, partly offset by a 17% increase linked to office renovations and furniture investments.

Since 2019, we have reduced total emissions by 33% (scope 1 and 2: –65%; scope 3: –30%), staying on track with our carbon reduction trajectory.

Data quality

Improving data quality is a continuous improvement journey. Despite uncertainties inherent to data, hypotheses or methodological changes, our current carbon footprint allows us to focus on our most important emissions and to prioritise reduction initiatives.

- For scopes 1 and 2, we use primary data or estimate using office surface intensity metrics if direct consumption is not available. We apply up-to-date electricity emission factors annually (IAE database) and use energy certificate and residual mix for market-based calculation.

- For scope 3, we have made significant internal progress in aligning our financial and carbon accounting to improve accuracy across purchased goods, services, and assets. Exchange rate fluctuations are a significant consideration, as transitioning from monetary emission factors to spend-based approaches utilising supplier life-cycle emission data represents a long-term commitment to implementing a sustainable procurement strategy. Business travel data remains a source of uncertainty, and we continue to encourage our offices to identify tailored country-based solutions to improve tracking reliability.

Looking ahead, setting a reduction trajectory will allow us to define a transition plan at the group level and to build realistic roadmaps at the local level. Over time, our ambition is to support our offices in taking ownership of their carbon performance — turning data into a genuine strategic management tool.

From measurement to actions

Energy

Minimising our energy-related emissions is central to our decarbonisation efforts. Our focus is to ensure that our offices are in the most sustainable buildings, operate them as efficiently as possible to lower our emissions, and switch to renewable electricity to avoid emissions.

Our actions

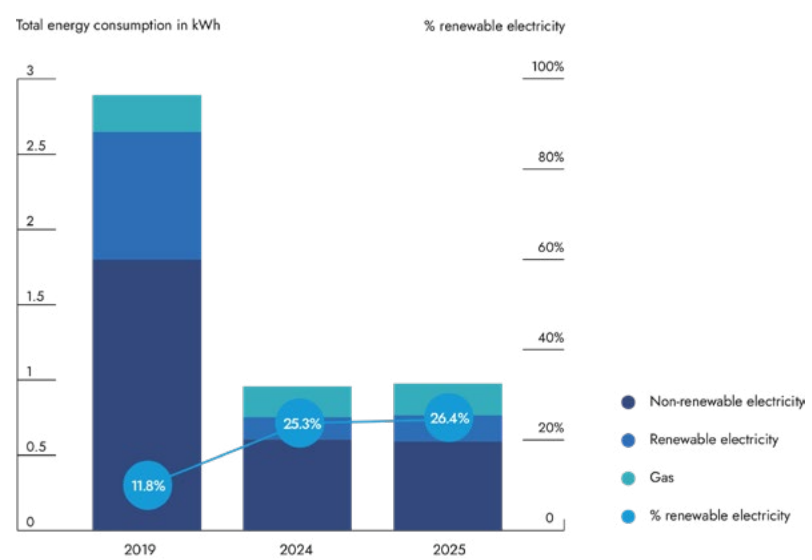
- Encourage collaboration with landlords to facilitate access to electricity consumption data across all office locations, supporting energy optimisation and the adoption of renewable electricity sources. As we do not own any offices, and coworking spaces now account for 18% of our office space (+ 15% compared to 2024), this adds complexity to our transition and slows down the progress. Consolidate our energy consumption is the first step to monitor our energy reduction in the long term.

- Launch awareness programmes to reduce energy usage in our offices (switch off the light and all electronic devices, install motion lighting, heating/air-conditioning optimisation...) and ensure regular maintenance of our equipment. Our Group's sustainable office guidelines, released end 2024, give guidance on how to run offices sustainably with practical tips on saving energy and sourcing clean energy.

- Transitioning to clean energy is a collective effort. Working hand in hand with our offices, we are co-building a transition plan that supports sustainability certification and moves us toward 100% renewable coverage of our grid electricity consumption through a combination of Power Purchase Agreements and energy attribute certificates.

Our impact

In 2025, our total energy consumption across all sites reached 977,579 kWh, including 803,745 kWh of electricity and 173,834 kWh of gas, equivalent to 554 kWh per FTE. Renewable energy totalled 211,805 kWh, accounting for 26.4% of overall electricity consumption. Since 2019, our initiatives have enabled a 67% reduction in scope 1 and 2 emissions.



Sustainable IT

Our IT department plays an essential role in advancing our sustainability strategy through three main objectives: reducing greenhouse gas emissions and energy use, cutting electronic waste, and strengthening ESG governance, data reliability, and measurement.

Move to the cloud

In late 2021, we migrated its server infrastructure to the cloud. This reduced our environmental footprint and set the foundation for greater operational efficiency. We now host our infrastructure and applications on Microsoft Azure and Microsoft 365, platforms built on energy-efficient technology and a commitment to reducing CO_2e emissions from data centres.

Collaborative tools such as Microsoft Teams help connect our global teams and cut the need for travel.

Digital sobriety

We embed digital sobriety across the organisation. Our talents receive regular guidance on reducing their digital carbon footprint through awareness campaigns, training, and our onboarding programme. Since 2024, we have run digital clean-up campaigns, encouraging everyone to reduce their storage use. We have established a Group IT equipment replacement policy for all offices to help extend the lifecycle of our IT assets. We encourage all offices to recycle their IT equipment; at headquarters and in our Geneva office, 100% of our IT equipment is recycled with a local certified partner.

A workshop with the Group IT team identified 10 strategic areas for sustainable IT transformation. In 2026, we will create a practical IT roadmap and establish proper governance.

AI, sustainable digital future

AI innovation and environmental responsibility are not in conflict. At mci group, we advance both, by design.

We design energy-efficient AI architectures. We leverage cloud platforms powered by renewable energy. And we embed sustainable digital practices across every initiative — actively minimising the environmental impact of AI as it scales.

Agentic AI is transforming how we work. It enables more autonomouas, intelligent systems that optimise resources, reduce waste, and support smarter decisions across the organisation.

We hold ourselves to high standards. Every AI tool and platform is assessed against ethical, privacy, and security criteria before deployment. Our updated IT Charter includes a dedicated AI section, guiding all our people on the ethical, secure, and environmentally responsible use of AI.

Our ambition is clear: to lead with innovation, while acting with purpose, in partnership with those who share our commitment to a sustainable digital future.

"As CIO, I see technology as a powerful lever to drive sustainable performance, resilience and long-term value for mci group. Our cloud-first approach enables us to continuously optimise our infrastructure, reduce our environmental footprint, and adopt more responsible digital practices, even as data usage continues to grow. By actively managing data lifecycles and embedding digital sobriety into our operations, we ensure efficiency remains at the core of our innovation. As we scale technologies such as AI, AR and VR where they deliver real impact, our ambition is clear: to keep mci group at the forefront of innovation while acting responsibly for the future."

Edouard Duverger
Chief Information Officer

Business travels, commuting and smart transport

As a global service-based business with thousands of employees worldwide, travel — both business travel and commuting — remains one of our most significant sources of carbon emissions and a key reduction lever. We are committed to changing how we think about mobility, starting by asking whether a journey is truly necessary, and then making smarter, lower-impact trip choices at every step.

Optimising business travel

Our goal is to create memorable events that offer outstanding experiences for attendees, strengthen our client relationships, and encourage teamwork. As event planners, travel is a regular part of our work; however, we remain committed to continually improving how our journeys affect the world.

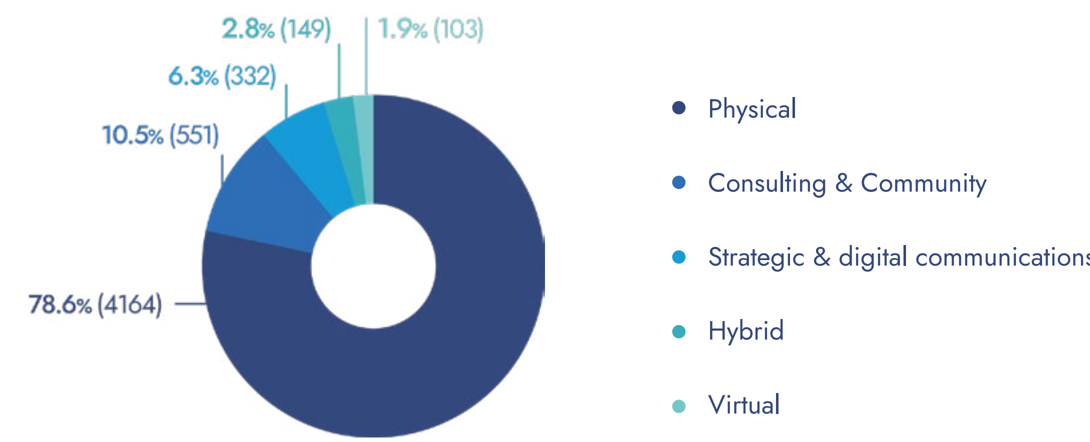
- Improving the quality and granularity of our travel reporting remains a key priority, underpinned by robust processes for collecting accurate, reliable data and dynamic monitoring at the local level. Since 2023, we separately track talents' travel for internal purposes — where we have direct control — from travel associated with client projects, where destination choices are largely determined by our clients. We directly influence only 32% of our total travel impact. Our air business travels decrease by 41% since 2019, our baseline.

- Embed sustainability into how we travel starts with policy. Across our offices, business travel frameworks built around sustainable development principles are taking shape, and we are committed to accelerating their adoption for all our entities in the years ahead.

41%

decrease in our air business travels since 2019

- The management of our business activities may impact our travel footprint upwards or downwards. Physical projects continue to constitute the majority of our portfolio this year, representing 78% of the 5,299 projects delivered. There has been a slight decrease in in-person events (down by 2%), accompanied by a 4% increase in communication and consulting activities, which has had a direct effect on business travel proportions (-6%).



Encouraging flex work and soft mobility

Since 2024, we have been monitoring employee commuting habits through an employee survey, currently conducted every two years, and annually once the process is streamlined. Almost 60% of our commuting relies on low-carbon solutions. Carpooling is widespread within our team, with roughly 20% of journeys utilising electric or thermal vehicles. Our remote and flexible work policy, which is integral to our business, further reduces our environmental impact, although local regulations (such as those governing cross-border travel) sometimes pose challenges.

These insights support the development of country-specific initiatives and will facilitate the implementation of local mobility plans.

Transition to electric company fleet

Today, 6.9% of our company fleet's total kilometres are driven by battery-electric vehicles. Our commitment is to accelerate the transition to electric mobility by installing charging infrastructure and ensuring that 30% of our offices operate an electric fleet by the end of 2027.

With transport a key emissions driver across its operations, Dorier is accelerating more environmentally responsible practices. Planned investments in an electric vehicle fleet will support this transition. In parallel, partnerships with global audiovisual networks (AV Alliance and Congress Rental Network) enable sourcing equipment and staff locally, reducing the need for long-distance transport.

Circular economy and waste management

As a service-based business, waste volume accounts for the smallest share of our emissions: 1,6% in 2025. However we recognise the importance and value of making sustainable choices across our purchasing decisions, to use resources carefully. We adopt the “refuse-reduce-recycle” principles for both our own operations and for the design and delivery of our client projects.

Sustainable working environments

Our Group-wide Sustainable Office Guide provides concrete guidance to all our agencies on waste reduction, responsible purchasing, and recycling practices. Offices are encouraged to implement waste sorting, move toward paperless operations, use recycled or compostable materials and ban single-use plastic. Internal awareness campaigns support the rollout of these initiatives across all locations globally.

By 2027, we will collect primary data for all ISO and EMAS-certified offices and have waste sorting systems in 80% of offices.

Operations waste dashboard

Dorier, our Group’s audiovisual production company, has been measuring, categorising, and tracking waste recovery, with results now fully integrated into our Group’s carbon footprint reporting. In 2025, Dorier generated 6.82 tonnes of total waste (a decrease of 6.4% versus 2024), of which 77% was non-hasardous and 23% hasardous. Through its certified local partner Groupe Serbeco, 5.92 tonnes were recovered via energy recovery and 0.902 tonnes through material recycling. Batteries from wireless microphones that still have some charge left after events are given a second life—they are donated for free to our talents as well as local associations and schools. Additionally, they have decided to gradually replace all 10,000 yearly purchased batteries with rechargeable ones.

Circularity at the heart of our client project design

Waste reduction on client projects begins long before the event takes place, it starts at the design table. By rethinking how we plan and build experiences from the ground up, we can dramatically reduce the resources consumed in the first place and optimise the project costs: focusing on renting rather than buying, choosing reusable items, avoiding single-use products, planning for second lives through donations, and tailoring catering to attendee diets.

We strive to embrace a circular approach as more than just best practices; we see it as a guiding mindset that shapes every project we undertake.

Our carbon and waste measurement platform helps our clients identify major waste sources and opportunities for reduction. Since 2023, 175 projects tracked generated 1,470 tonnes of waste — equivalent to 3.34 kg per attendee.

Environmental impact on our clients’ projects

Connections and social interactions are an integral part of human life. Events are where people meet, celebrate, share and learn. Like many other human activities, large-scale in-person events often have a significant climate footprint.

We want to accompany our clients on their sustainability journeys, and we feel it is our responsibility to propose more sustainable choices to reduce the carbon footprint of the projects we run on their behalf.

Tracking carbon footprint matters

We invested in a tool to measure the carbon footprint of events. This solution gives us very useful insight into the environmental cost of live, hybrid or digital events, helping us and our clients make informed decisions

The benefits of calculating an event’s carbon footprint:

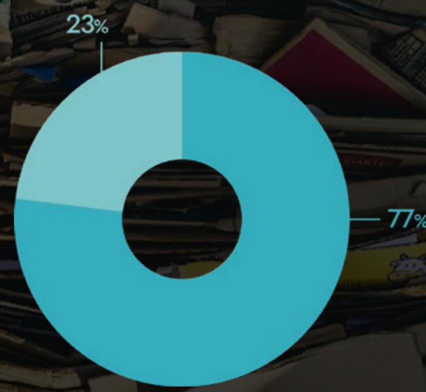
1. **Environmental impact**:
   Understand how the event is contributing to climate change, which emissions are the most involved (travel, energy, transportation, food and beverage, waste generated), what steps can be taken to reduce them and how progress can be tracked over time. This will also strengthen the accuracy of our client’s footprint measurement more broadly.
2. **Sustainability reduction action plan**:
   Monitoring emissions allows event teams to create sustainability plans. By adopting measures and setting goals for future events, they can work toward more sustainable events and contribute to the client’s climate strategy and ESG mandatory compliance.
3. **Cost savings and revenue generation**:
   Eco-efficient practices not only save money but also open new revenue opportunities through increased sponsorship and participation from environmentally conscious stakeholders.
4. **Enhancing brand image**:
   Robust data is the opportunity to report and communicate sustainability efforts to stakeholders, such as sponsors, attendees, suppliers, and the media.

Since 2023, we have assessed the environmental impact of 175 projects and delivered lower-impact results by choosing suppliers with proven sustainability practices. For more information refer to our **Supply Chain management section**.

Type of waste:

hasardous and non-hasardous distribution

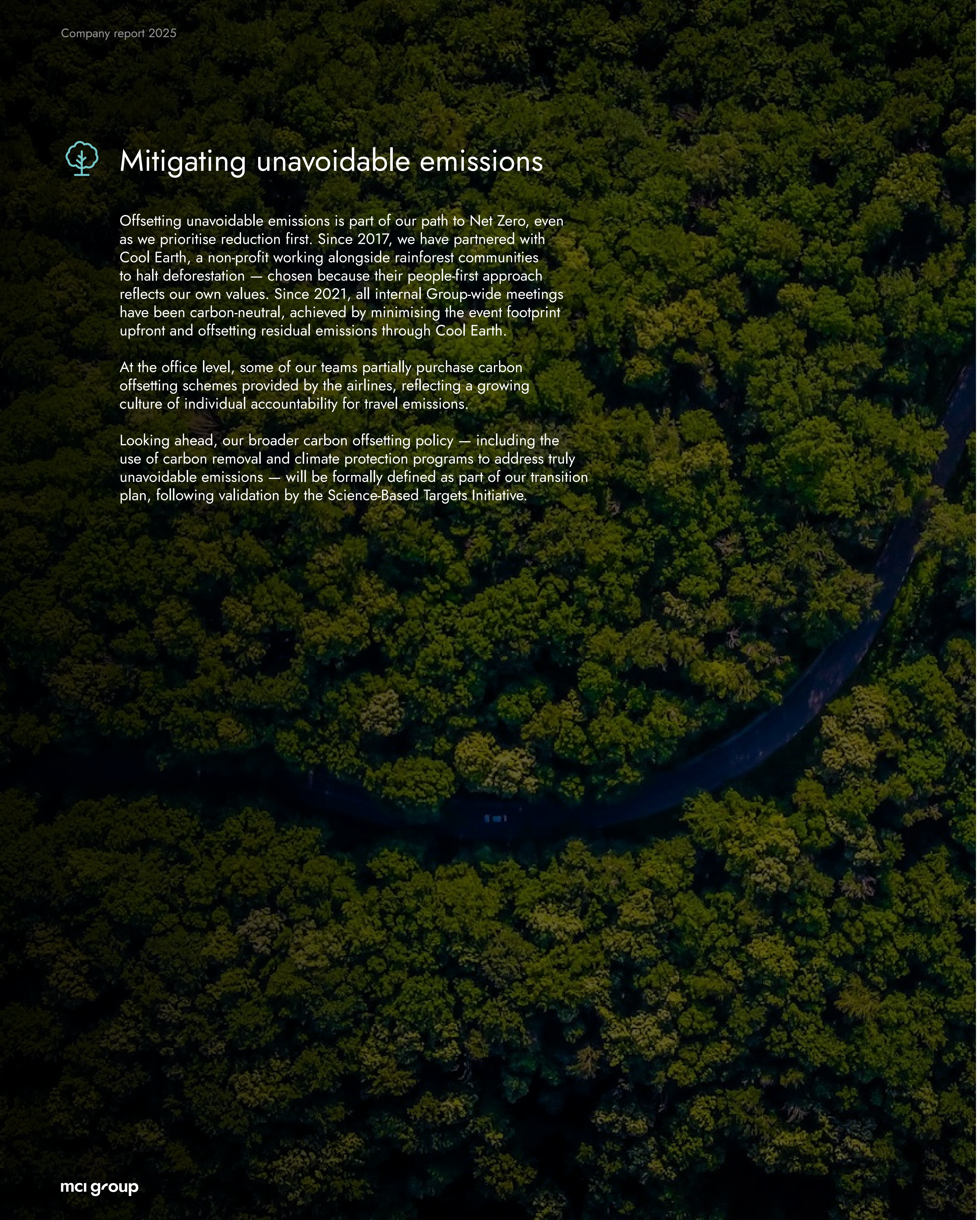
Dorier generated 6.82 tonnes of total waste (a decrease of 6.4% versus 2024), of which 77% was non-hasardous (84.40 tCo2e) and 23% hasardous (1.14 tCo2e).



Waste treatment distribution

Through its certified local partner Groupe Serbeco, 5.92 tonnes were recovered via energy recovery and 0.902 tonnes through material recycling.

5.92t energy recovery | 0.9t material recycling



Mitigating unavoidable emissions

Offsetting unavoidable emissions is part of our path to Net Zero, even as we prioritise reduction first. Since 2017, we have partnered with Cool Earth, a non-profit working alongside rainforest communities to halt deforestation — chosen because their people-first approach reflects our own values. Since 2021, all internal Group-wide meetings have been carbon-neutral, achieved by minimising the event footprint upfront and offsetting residual emissions through Cool Earth.

At the office level, some of our teams partially purchase carbon offsetting schemes provided by the airlines, reflecting a growing culture of individual accountability for travel emissions.

Looking ahead, our broader carbon offsetting policy — including the use of carbon removal and climate protection programs to address truly unavoidable emissions — will be formally defined as part of our transition plan, following validation by the Science-Based Targets Initiative.

Raising awareness about climate change

At mci group, we believe that lasting change begins with care — care for our planet, for our communities, and for each other. Nurturing a corporate culture where sustainability is lived rather than simply communicated is at the heart of how we operate. When our leaders speak and act with purpose, they inspire the same commitment in every one of our talents.

We bring this culture of care to life through a rich and consistent programme of regular internal initiatives. The Beacon, our quarterly sustainability newsletter, keeps our people informed and connected to the issues that matter. In 2025, sustainability onboarding welcomed 225 newcomers into this mindset from day one, while four Group-level webinars reached 148 participants and targeted workshops engaged 45 colleagues across marketing, finance and IT. A further 521 colleagues across our offices completed face-to-face sustainability training throughout the year.

The conversations we foster span the full breadth of our ESG commitments — from climate change and emissions reduction to biodiversity, water, pollution, diversity and inclusion, and health and safety — ensuring our people understand not just what we do, but why it matters across our entire value chain.

And we are only getting started. By end of 2026, our Group digital learning platform will offer tailored training modules to our leadership team and our sustainability champions, brought to life with a medal-based recognition system that rewards curiosity, progress and commitment — because a culture of care grows strongest when learning never stops.

225
onboarded newcomers

148
participants in targeted workshops

521
colleagues across our offices completed face-to-face sustainability training throughout the year

Case Story

Circular by design: smart reuse in action

At Shell's participation in InterSolar Munich and EBACE Geneva, MCI Netherlands transformed two separate event briefs into a single, cohesive sustainability success story. What began as independent projects became a powerful demonstration of circular design, resource efficiency and collaborative thinking.

MCI Netherlands developed a stand concept designed for full reuse across both events, while still delivering a fresh and engaging experience at each location. By reconfiguring the layout and visual elements, the team ensured a distinct look and feel in Munich and Geneva, using the same core components throughout.

All materials were reused in full, including floors, walls, structures, furniture and greenery. No new booth or major elements were produced between the two events. While no formal CO_2 calculation was conducted, avoiding the production of a second stand significantly reduced material use, transport emissions and waste.

This approach also delivered clear business value. By proactively linking the two projects — an opportunity initially overlooked by the client — MCI Netherlands enabled savings of €25,000 for Shell. Beyond cost reduction, the initiative strengthened brand consistency and elevated the overall quality of the booth experience within a constrained budget.

More broadly, this project highlights the strategic value of circular thinking. By aligning stakeholders and rethinking traditional processes, MCI Netherlands showed that reuse can enhance creativity, improve experience design and deliver measurable environmental and financial benefits.

Key impact metrics

100%

booth reuse across two major international events, significantly reducing material consumption and emissions.

€25K

saved for the client, demonstrating the financial impact of circular design and reuse-first strategies.

Zero

waste achieved, eliminating disposal and extending material life cycles.

Case Story

A stand designed with minimum waste from day one

Les Automnales is a major public fair organised by the State of Geneva to engage citizens around public services and social cohesion. For the 2025 edition, Dorier, part of mci group, designed and delivered a shared stand centred on the theme Dialogue between generations.

From the outset, the project followed a circular-by-design approach. The stand was conceived to minimise waste while remaining open, inclusive, and highly interactive.

No carpet, a major source of event waste, was used. 100% of the furniture was sourced through local second-hand networks and 160 metres of curtains were designed for reuse across future projects. After dismantling, the entire installation generated fewer than four bags of waste for a 10-day event.

Circularity shaped every decision, from scenography to sourcing. The result was a low-waste, human-centred space that proved sustainability and creativity can reinforce each other, without compromise.

Key impact metrics:

100%

of the furniture was sources through local second-hand networks

<4

Fewer than four bags of waste

Case Story

Digital clean up campaign: turning awareness into action

Each March, organisations worldwide take part in **Digital Clean Up Day**, a global initiative that highlights the environmental impact of digital storage and promotes more responsible digital habits.

Since 2023, mci group has joined this movement, encouraging offices to act locally by reviewing digital practices and reducing unnecessary data.

In 2025, the Dorier team brought the campaign to life through a month-long digital clean-up initiative. Supported by clear communication and weekly focus activities, colleagues cleaned mailboxes, SharePoint spaces and project files. The team removed 3.6 TB of data, showing how collective action can embed responsible digital behaviours into everyday work.

3.6 TB of data removed