

# X A V E R

## People & Culture

Image  
XAVER Awards 2024 award winners — MCI Switzerland and Dorier

# Our core values

We are a company of **passionate community builders, experts, designers and project managers** focused on client performance and delivering results.

Our culture is built around acceptance, enriched by diversity and elevated by creativity. Our people have a digital mindset, an eye for opportunity and the drive to make it happen.



At mci group we foster collaboration among international teams with respect and understanding. Worldwide, our talents imagine, plan and deliver projects that connect on a human level, aiming at creating lasting value for our clients."

Idoia Rodés Torrónategui  
Group President People & Culture | Belgium | logos & insidery



Our values as a group define not only how we do business daily but also how we approach every project, driven to have a positive impact on our clients, our talents and the communities in which we work.

By following these guiding principles, we ensure that whenever we bring people together, we initiate a transformation for the better.

## Thriving through diversity

We actively promote diversity within mci group and believe it is an essential source of richness and innovation. We nurture our people, supporting one another with care, respect and warmth. Our strategic approach ensures that each client receives personalised solutions that meet their unique needs and surpass their expectations.

## Inspiring breakthrough moments

As a connector, we believe that when people come together, magic happens. We're proud to act as a bridge between our talents, customers and partners. Together, we create the space for shared breakthrough moments.

## Living by growth

We believe an mci group story should always end with a transformation, with a new way to see the world moving forward. We live by growth, striving to stay ahead of the curve and create lasting change.

## Promoting innovation and entrepreneurship

To us, sharing the future means sharing the insight, knowledge and practical experience we've acquired over 35 years, encouraging and enabling entrepreneurs, innovators and thinkers to thrive.

A great  
company  
to work for

Strategic objective

Maintain a score above 80% on overall satisfaction and engagement of our talents  
(as measured in our annual talent engagement survey)

Key highlights:

31<sub>eNPS</sub> Employee Net Promoter Score  
(29 in 2023) A good eNPS score is between 10 and 30, above 30 is excellent.

88% of our talents are proud to work for us  
(88% in 2023)

86% of our talents intend to stay  
for the next 12 months (85% in 2023)

Attracting and retaining our talents

Our company proudly maintains a healthy employee turnover rate of 12.3%, an improvement from 13.8% the previous year. According to our yearly engagement survey, an impressive 86% of our talents (up from 85% last year) plan to continue their careers with us over the coming year. These statistics confirm that we are a great company to work for.

In 2024, 83% of our workforce had permanent employment contracts (compared to 86% in 2023), 14% had fixed-term or long-term freelance contracts (up from 11% in 2023), and 3% were interns or apprentices. This slight change in contract types reflects our shift towards a more flexible and dynamic workforce model, driven by the need for specialised skills and adaptability in an ever-changing business environment.



At mci group, we are committed to attracting and retaining the best talents by building strong partnerships that foster professional growth and personal success. Our goal is to enrich their lives, both within the workplace and beyond.”

Carlo Saya  
Group Human Resources Director

## Remunerations and benefits

Our remuneration is aligned with local industry standards and complies with local laws and regulations. We take pride in fostering a supportive environment by offering a variety of benefits, which may vary from one country to another. These benefits commonly include health and wellness programmes, health and/or accident insurance, parental leave and retirement savings plans. Some talents are on performance-based incentive plans, while our senior leaders are offered the possibility to participate in a share-based incentive plan.

Through our rich suite of learning resources, we provide all our talents with the opportunity to develop their capabilities and thrive in their personal and professional journeys. (Read more on our extensive learning and development programme below.)

We regularly monitor wage equality at a country-specific level. Recognising the importance of comprehensive pay equity throughout all operations and functions, we conducted an initial global gender gap analysis in 2024. The first results are encouraging, showing no or few disparities. In 2025, we plan to carry out a more granular analysis to take more targeted actions if and where needed.

## Striving to be a responsible employer

We are committed to providing the fairest and most equitable environment for our talents. Our group sustainability team works closely with group human resources (HR) and agency HR to regularly review and align our operations with best practices in human rights and labour rights, in compliance with global lawmakers such as the International Labour Organisation. Read more in our Ethics section.

We respect freedom of association, freedom of expression and the right to collective bargaining in the countries where we operate. While trade union memberships or collective agreements are uncommon in our industry, social dialogue is conducted at the agency level. We encourage each entity to foster direct and frequent discussions between managers and their teams about what matters to them.

## Listening to our talents and measuring satisfaction

Throughout the year, we have regular touchpoints with our talents. Every quarter, we hold a CEO Update to keep all our talents abreast of company matters and ongoing projects. In addition, our CEO holds annual local Town halls, which consist of online or in-person meetings where we share group and local updates. Talents are invited to send their questions in advance and to interact live during these sessions.

To help us monitor our employee experience programme, we run an annual full engagement survey (with approximately 30 items), complemented by shorter “pulse” questionnaires, to help us spot problems early and act on them swiftly.

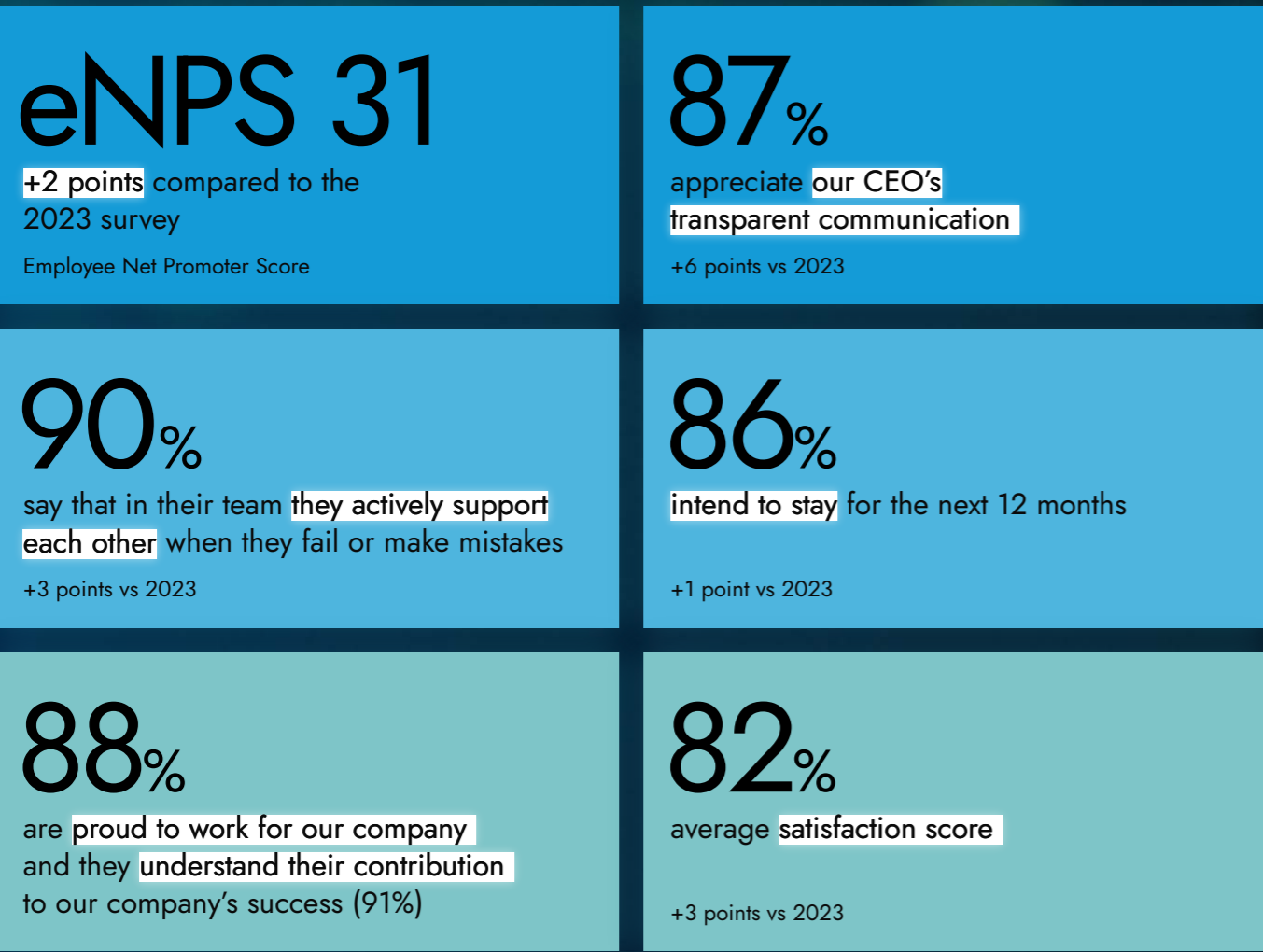
The annual survey constitutes a baseline to help us understand our talents’ needs and expectations, track the evolution of our scores throughout the years and dig into specific topics if needed.

In addition, we run Onboarding surveys (after the first and third months) to measure the effectiveness of our onboarding programme and are pleased to report an 88% satisfaction rate. We plan to add an Exit survey to collect valuable information to help us continue to improve and increase retention.



# Annual engagement survey highlights

Our annual engagement survey took place in October 2024, with 959/1480 respondents. (65% of our full-time workforce)



(Percentage of favourable answers)

With an eNPS\* score of 31 and an overall satisfaction of 82%, we demonstrate a relatively high level of employee satisfaction and loyalty. This is a strong indicator that we are effectively meeting our employees' needs and expectations and fostering a great company culture.

\*Employee Net Promoter Score (eNPS) measures how likely your employees are to recommend your organisation as a good place to work.

## Work from home and flex workplace

We empower our teams to create, collaborate, and enact change with ease, allowing them to work how and where they want, based on their needs and project demands. Remote work is integral to our culture, offering flexibility and better work-life balance.

While we comply with local labour laws and job-specific requirements, we don't enforce strict policies on flexible working. Instead, we provide guiding principles to help local teams thrive:

- 1 **Teamwork:** Prioritise collegiality, equity, and well-being to maintain connections and team spirit.
- 2 **A home away from home:** Maintain physical offices as work and community gathering spaces. These spaces will always be available without limitations to anyone who wishes to work from our "home".
- 3 **Supporting one another:** Commit to regular face time to build connections, share knowledge, and foster a high-performance culture.

# Our Diversity, Equity, Inclusion & Belonging commitment (DEI&B)

We are committed to creating a safe and accepting environment where everyone can thrive. We are committed to fairness and equity in all aspects of our organisation.

Our DEI&B guidelines, as outlined in our Code of Business Conduct, are designed to foster a culture of belonging by ensuring a working environment free from discrimination, where everyone is respected, heard, and valued.

**Key highlights:** (from our annual talent engagement survey)

**We have an open error culture:**

**90%** of our talents feel supported by their team when they make mistakes or fail.

**Our people-first approach drives respect:**

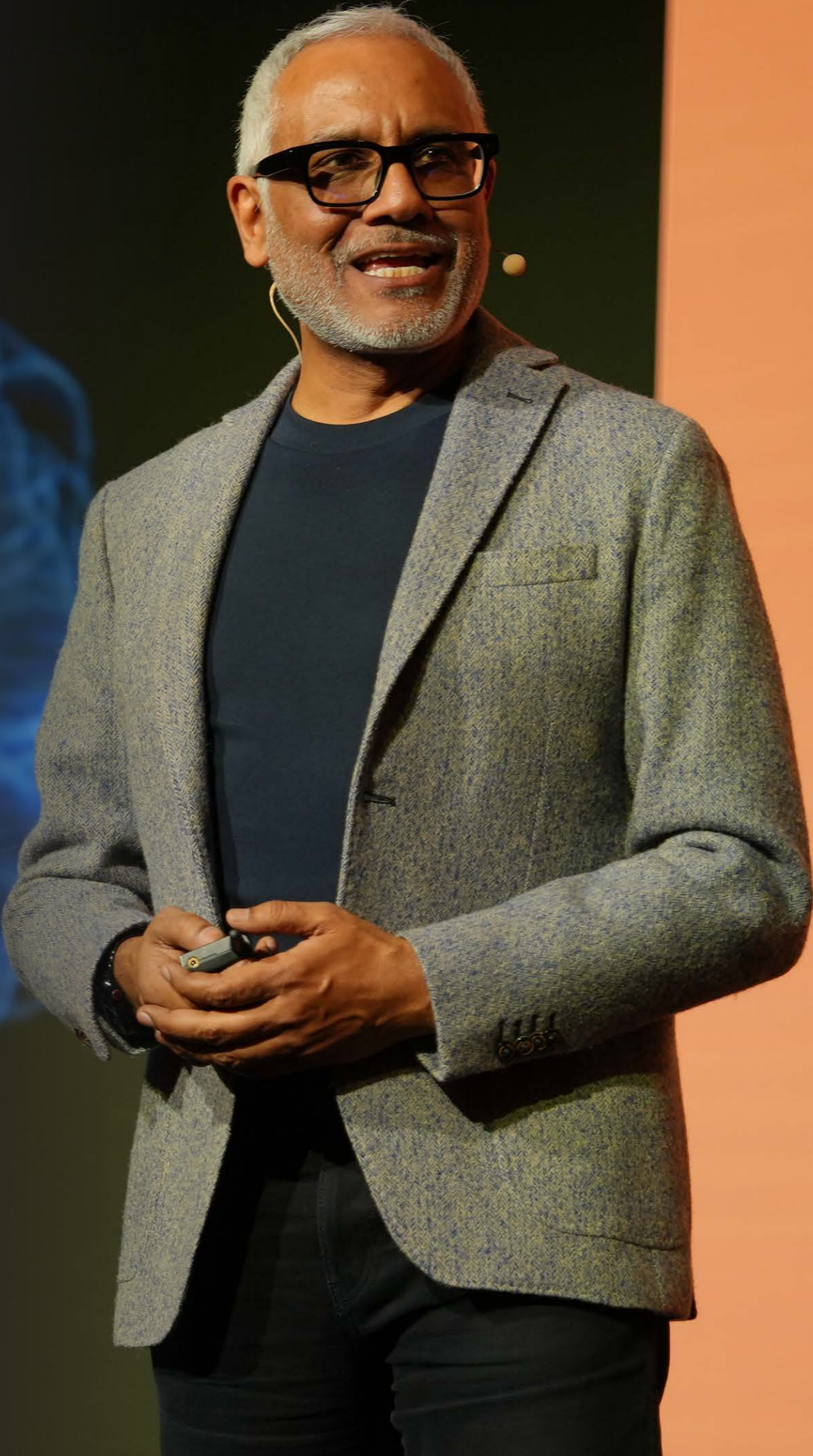
**89%** of our talents feel people treat each other with respect.

**Equity and fairness:**

**86%** of our talents agree that employees are treated fairly and equally regardless of their background.

Despite these encouraging figures, we are committed to ongoing self-reflection, identifying areas for enhancement, and positively influencing our internal practices. Based on the initial gap analysis we conducted using the Women’s Empowerment Principles and the LGBTQIA+ Standards tools, we are currently working on the following initiatives:

- Implementing self-identify on a voluntary basis where legally permissible and preparing awareness-raising campaigns on the importance of self-ID and including pronouns in employee descriptions.
- Improving our gender-aggregated data collection to help us make better-informed decisions.
- Providing more training for our managers.



# thriving through diversity

“

At mci group, we are dedicated to fostering an environment where everyone can truly be themselves. We believe diverse perspectives make us better, stronger, and more creative. Embracing an inclusive mindset enriches and empowers us, transforming each individual within the company and beyond.”

Erica Fawer  
Group Sustainability Director



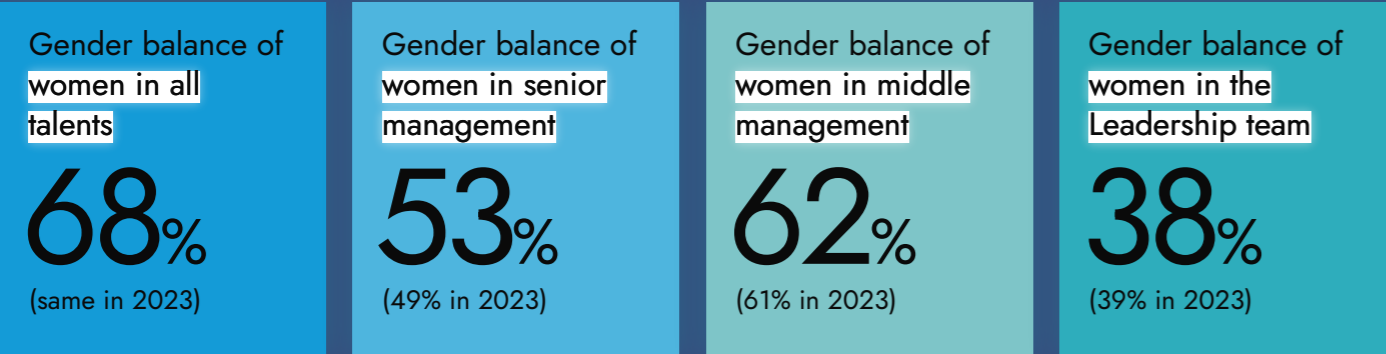
Our talents originate from over 70 countries and collectively speak over 60 languages. Their educational backgrounds are also very diverse, with more than 40 different educations (ranging from communications, political sciences, visual arts, journalism, public relations or engineering). Before joining our group, they worked for 27 different industries.

Our multi-generational composition encourages diverse perspectives and a more resilient workforce.

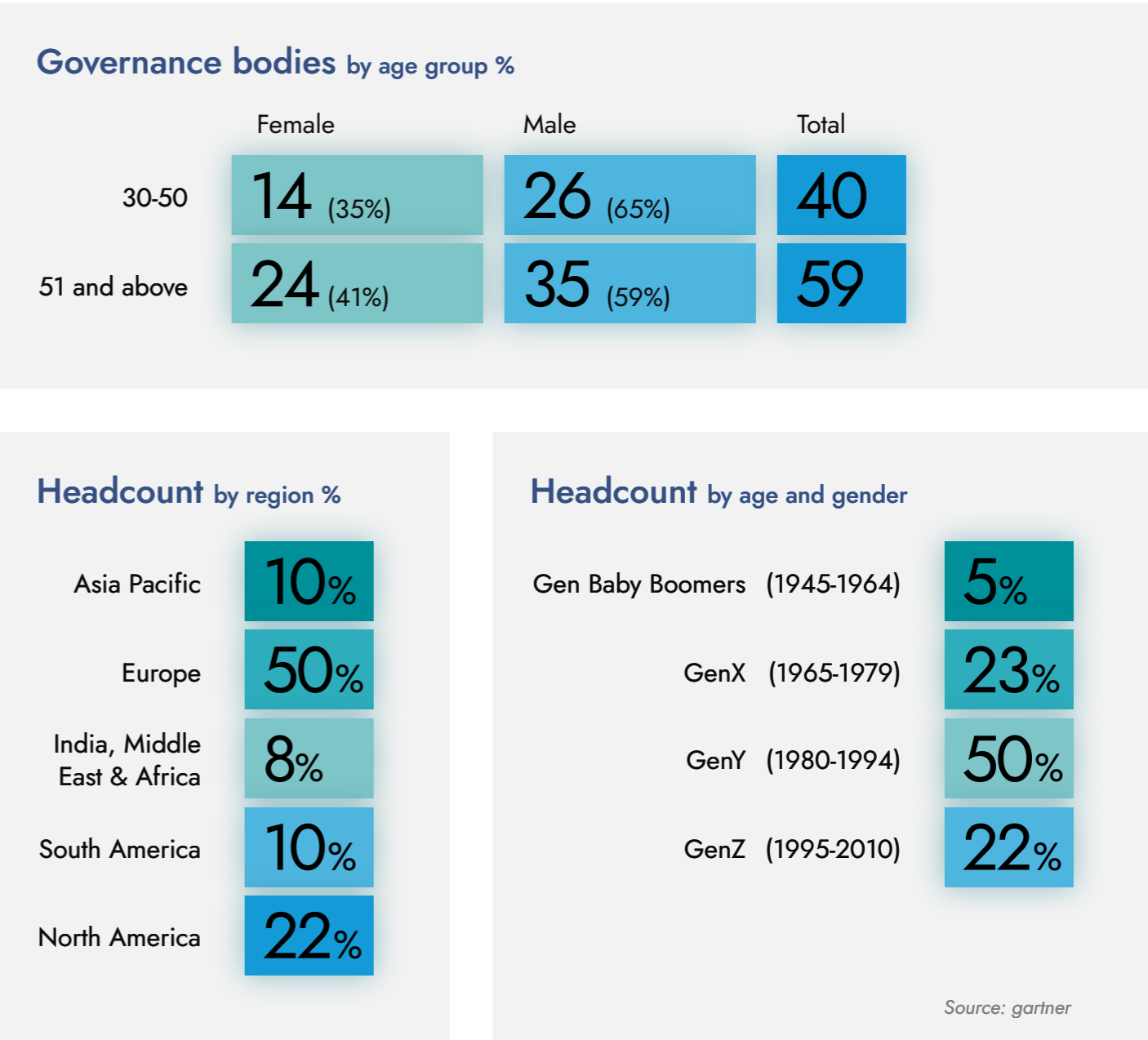
This diversity fosters an understanding of society and business that enriches our group and drives creativity and innovation. It amplifies our ability to work cross-culturally and solve problems as we accompany our clients into new markets.

## Gender diversity at mci group

Our global gender composition remained relatively unchanged, with a majority of women (68%) across our workforce. For the first time, we have more women than men at the senior management level.



## Age and gender diversity in Governance bodies



## Fostering well-being and inclusion

Employee well-being is crucial in today’s fast-paced workplace. Research shows a strong link between inclusion and well-being, emphasising the need for an environment where everyone feels safe and valued. At mci group, we are dedicated to fostering well-being through inclusive practices. We are convinced that inclusion is a key driver to enhancing well-being by reducing stress and creating a sense of belonging.

Our objectives include promoting well-being and inclusivity among our talents through various initiatives such as stress management training, physical activities, individual coaching, and implicit bias training while implementing evidence-based strategies that positively impact the entire community.

# Stories on Diversity, Equity, Inclusion & Belonging



One way we bring our commitment to inclusion to life is by celebrating our people's diverse perspectives and backgrounds. A great example of our approach to DEI&B is our Global Diversity Awareness Month celebration, where we encourage teams across our offices to organise activities that foster connection and learning.

To make this celebration meaningful across our offices in 2024, we encouraged teams to organise activities that foster connection and learning. From cultural potlucks to music and film screenings and diversity-themed karaoke, we aimed to connect colleagues through shared experiences. We also promoted workshops and roundtable discussions on unconscious bias, gender equality, and inclusive leadership, as well as personal storytelling sessions where team members could share their backgrounds, enabling deeper understanding.

To extend the conversation beyond office walls, we encouraged local teams to join social media campaigns that spotlight the rich diversity within our organisation, amplifying voices and inspiring meaningful dialogue.

# Case Story

## Game Changers Coalition

### Paving the way for girls in tech



The Game Changers Coalition, an initiative by UNICEF and the Global Video Game Coalition (GVGC), is transforming career opportunities for girls in emerging economies by equipping them with digital and leadership skills. With 90% of jobs today requiring digital proficiency, the coalition addresses the gender gap in the tech and gaming industries, helping young women transition from playing to learning to earning.

In November 2024, Dorier Group and MCI Switzerland partnered with UNICEF and GVGC to review the programme’s achievements and plan its next steps. The event brought together UNICEF officials, gaming industry leaders such as EA, Sony, and Ubisoft, government partners, and seven girls from the Game Changers Coalition.

Dorier Group played a key role in content creation, moderation, and staging, ensuring an engaging experience for all participants while MCI Switzerland took care of logistics and delegate management. Leonardo Giani, Creative Tech Business Developer at Dorier Group, hosted the plenary session and led six interactive focus groups, bringing together stakeholders and participants to explore future improvements. The girls had a chance to share their feedback on the programme and showcase the games they created, allowing attendees to play and experience their work firsthand.



Collaborating with UNICEF on the Game Changers initiative allows us at Dorier and MCI to leverage our expertise in creative technology and event production to help drive social impact. Creating immersive experiences that empower young girls and promote inclusivity in the tech industry, in this case specifically the video game sector, is a powerful way for us to contribute to a more equitable and innovative future.”

Leonardo Giani  
Creative Tech Business Developer, Dorier Group



#### Key highlights:

<h3>80 attendees</h3> <p>including top industry leaders</p>	<h3>100,000+</h3> <p>participants engaged in the pilot phase</p>	<h3>CHF20,000</h3> <p>Swiss francs contributed supporting event production and programme development</p>
---	--	--

# Well-being

## Well-being strategic objectives

Our goal is to enhance employee satisfaction, well-being, and engagement through evidence-based strategies.

### We aim to:

- Prevent and mitigate psychosocial risks by implementing group well-being guidelines that directly address working conditions, such as flexible arrangements.
- Promote physical and psychological well-being through various initiatives and provide mental health first aid training to targeted populations.
- Support employees facing personal and professional difficulties through individual counselling.

### Key highlights:

**1,200** engaged through 70+ well-being and DEI initiatives

**9 out of 10** talents feel supported, respected, and valued, highlighting the outstanding results of our DEI&B and well-being initiatives.

**60+** hours of psychological well-being training provided to around 200 participants, including 150 talents trained in stress management



“As we embrace artificial intelligence, leaders must prepare for AI adoption, encourage a growth mindset, and integrate emotional intelligence throughout the employee lifecycle. By prioritising employee well-being and nurturing empathy, resilience, and emotional intelligence, we can build a balanced and engaged workforce that excels in the AI era. In a world shaped by AI, our human emotional skills will distinguish us, helping us navigate complexities and foster meaningful workplace connections.”

Christelle Vitasovic  
Group Talent Relations Director



Key highlights: from our annual engagement survey



Nurturing our talents' well-being and mental health

In 2024, thanks to the combined efforts of local and HQ leadership, we successfully engaged over **1,200 talents** through **+70 well-being and DEI initiatives**.

Our teams feel safe working at mci group. Our 2024 annual talent engagement survey reflects this achievement by revealing that almost **9 out of 10 talents feel supported, respected, and valued, highlighting the outstanding results of our DEI&B and well-being initiatives (87% of favourable score for DEI&B and Psychological safety category)**.

Additionally, we provided over **60 hours of psychological well-being training** to around **200 participants**, including **150 talents** trained in stress management.

In 2024, we launched a mental health inventory to map existing resources in local offices. The inventory revealed that significant efforts are underway, with **60% of our workforce having access to counselling** and various initiatives to promote physical and psychological well-being, thanks to local leadership teams.



The inventory also highlighted areas for improvement and the need for standardisation to ensure compliance with standards. Research has long shown that individual interventions alone, such as stress management training, counselling, and mindfulness, are not sufficient to significantly impact our well-being. Based on World Health Organisation guidelines, our strategy aims to:

- **Assess psychosocial risks** through our annual surveys and pulse checks.
- **Mitigate psychosocial risks** by addressing evidence-based factors that contribute to well-being, such as the working environment, manager relationships, and flexible arrangements.
- **Implement group interventions** that directly target specific populations, particularly:
  - **Provide mental health first aid training to management:** Offer training for managers to help them recognise early warning signs of health and well-being issues for themselves and their direct reports, as managers play a direct role in driving and inspiring their teams.
  - **Implement a reboarding process after long leaves:** Facilitate team reintegration and provide an overview of new policies and changes.
- **Normalise discussions around well-being:** Foster an environment where well-being is openly discussed and understood, reducing stigma and promoting a culture of support and inclusivity for employees of all ages.

There is still room for improvement, particularly in addressing psychosocial risks. However, thanks to scientific research, we know what drives employees' well-being, such as professional achievement and purpose, trust and positive manager relationships, autonomy, support, and appreciation, which are currently the highest-scoring categories in the latest talent engagement surveys.

# Case story

## No One Left Behind

### Understanding and supporting mental health

World Mental Health Day occurs on 10 October during Global Diversity Awareness Month. To mark the occasion, we organised a session to address mental health stigma and emphasise its importance in our programmes. The session highlighted four key aspects of mental health definition: feeling good, being in control, overcoming tension, and active community involvement.

We discussed the challenges faced by individuals with psychological issues, including discrimination and social exclusion. The session raised awareness about symptoms like irritability, mood, and sleep issues and provided practical tips on supporting colleagues, such as recognising early signs, listening actively, showing empathy, and avoiding minimising their feelings or oversimplifying their situations.

The session concluded with a reminder that safe spaces and supportive people are always available. This initiative underscores our commitment to mental health awareness and its role in our sustainability efforts. Fostering a culture of empathy and support enhances employee well-being and builds a stronger, more inclusive community.



# Case story

## The power of dreaming



### Another initiative supporting our overall well-being strategy is Dream Day.

Each year, we dedicate one day for our teams to pause, reflect, and dream big—both personally and professionally. Since 2012, Dream Day has been an integral part of our DNA, deeply connected to our focus on mental health and well-being. The concept is simple: a day for talents to reflect on their dreams and set actionable goals. Offices can organise Dream Day in their own way, from outdoor challenges to cosy gatherings, always adding their personal touch while fostering inspiration, connection, and action. More than just goal-setting, this signature event encourages stepping back from daily pressures, focusing on what truly matters, and enhancing overall well-being. After all, taking time to reflect and dream isn't just good for our ambitions—it's essential for mental health, too.

# Case Story

## Mind Over Miles Challenge

### Encouraging physical activity and well-being

A well-rounded well-being and mental health strategy wouldn't be complete without promoting physical activity. We all know that staying active is crucial for both our physical and mental health, but finding the right balance between work and movement can be a challenge. To address this, we introduced the Mind Over Miles Challenge – a month-long event where participants track their steps and compete in teams to climb the leaderboard. The challenge is all about moving more, having fun, and fostering team spirit. It's not just about the competition; it's about supporting each other and embracing the positive impact physical activity has on our well-being. Each year, the Mind Over Miles Challenge is a huge success across mci group, and we're excited to continue offering this opportunity for our talents to participate and enjoy.



### Key highlights:

134,768 km walked, representing 83,741 miles

782 participants

206,115,157 total steps

# Case Story

## Appreciation Day

### Boosting morale by recognising efforts

Recognition and appreciation are integral to fostering a positive workplace culture and play a crucial role in supporting overall well-being and mental health. When employees feel valued, it boosts their sense of belonging and satisfaction, which directly impacts their mental health and motivation. With this in mind, Appreciation Day is an annual event dedicated to recognising and celebrating the hard work, dedication, and contributions of our talents across the organisation. To nurture a culture of gratitude, we encourage local offices to take a break from daily tasks and deadlines for a moment of appreciation.

Similar to our Global Diversity Awareness Month celebrations, we provide each office with a toolbox filled with ideas and inspiration for local celebrations. Suggestions include personalised thank you messages from top management and business unit leaders, shared through emails or pre-recorded videos, displaying leadership quotes on posters, and facilitating peer-to-peer recognition through handwritten notes across the office. By coming together to show appreciation, we create a more motivated, engaged, and connected workplace where everyone feels genuinely valued.



# Protecting Our people

## Strategic objectives

- 1 Every year, 100% of projects are assessed through our audit tool (ESST)
- 2 Every year, 100% of Duty of Care obligations (protecting our talents for risky travel) are completed
- 3 Maintaining an 80/100 score in office safety for every audit we perform every 3 years
- 4 100% of Managing Directors are trained for operational crisis management every 3 years

## A robust Health & Safety strategy

The health, safety and security of our employees, clients and event attendees worldwide are a top priority. Through a comprehensive strategy following our six pillars of Health & Safety – office security, duty of care, risk management, data and information security, business continuity plan and crisis management – we ensure safe and secure operations all year round to protect our people and assets. Over time, we’ve gradually embedded this strategy in our processes and refined it with increasingly efficient tools.

Our safety and security team comprises 43 Health & Safety coordinators and is managed by our Group Health & Safety Director, Emmanuel André, a certified safety engineer. Together, they ensure safe and secure operations for mci group talents and clients around the world.

### Our strategy

- Office security
- Duty of care
- Risk management
- Data protection & information security
- Business continuity
- Crisis management
- Safe working environments

### Key highlights:

**400+** talents trained in risk management and compliance with our processes

**100%** of duty of care carried out for our talents travelling to risk countries

**6** crisis exercises carried out to prepare our teams



## Safe working environments

We ensure all our agencies follow office security guidelines such as implementing safety protocols, conducting risk assessments, providing safety training to employees, including first aid procedures, and investing in safety equipment and infrastructure, like fire protection systems.

All project managers and people involved in event management are familiar with our methodology for a safe event and use checklists to ensure all measures are in place to guarantee a seamless, secure experience onsite.

## Duty of care

Whether working from home or abroad, we're dedicated to going the distance when it comes to protecting our teams. Thanks to Safeture services, we can identify countries at risk and provide automated security alerts and safety information on users' smartphones while abroad. With the Safeture app's SOS button, our talents can instantaneously alert our Group Health & Safety Director of any emergency so that assistance can be provided.

Additional procedures are in place for employees travelling to high-risk destinations to ensure appropriate measures are taken to protect them from harm.

## Business continuity and crisis management

We've developed and implemented our own business continuity plans to ensure our leadership is always equipped to deal with a crisis. As part of this plan, we test and train our leadership teams and project managers with crisis management live exercises several times throughout the year.

In 2024, we conducted six crisis exercises, providing our team leaders with the tools needed to perform an advanced business continuity and crisis management plan in case of an emergency.

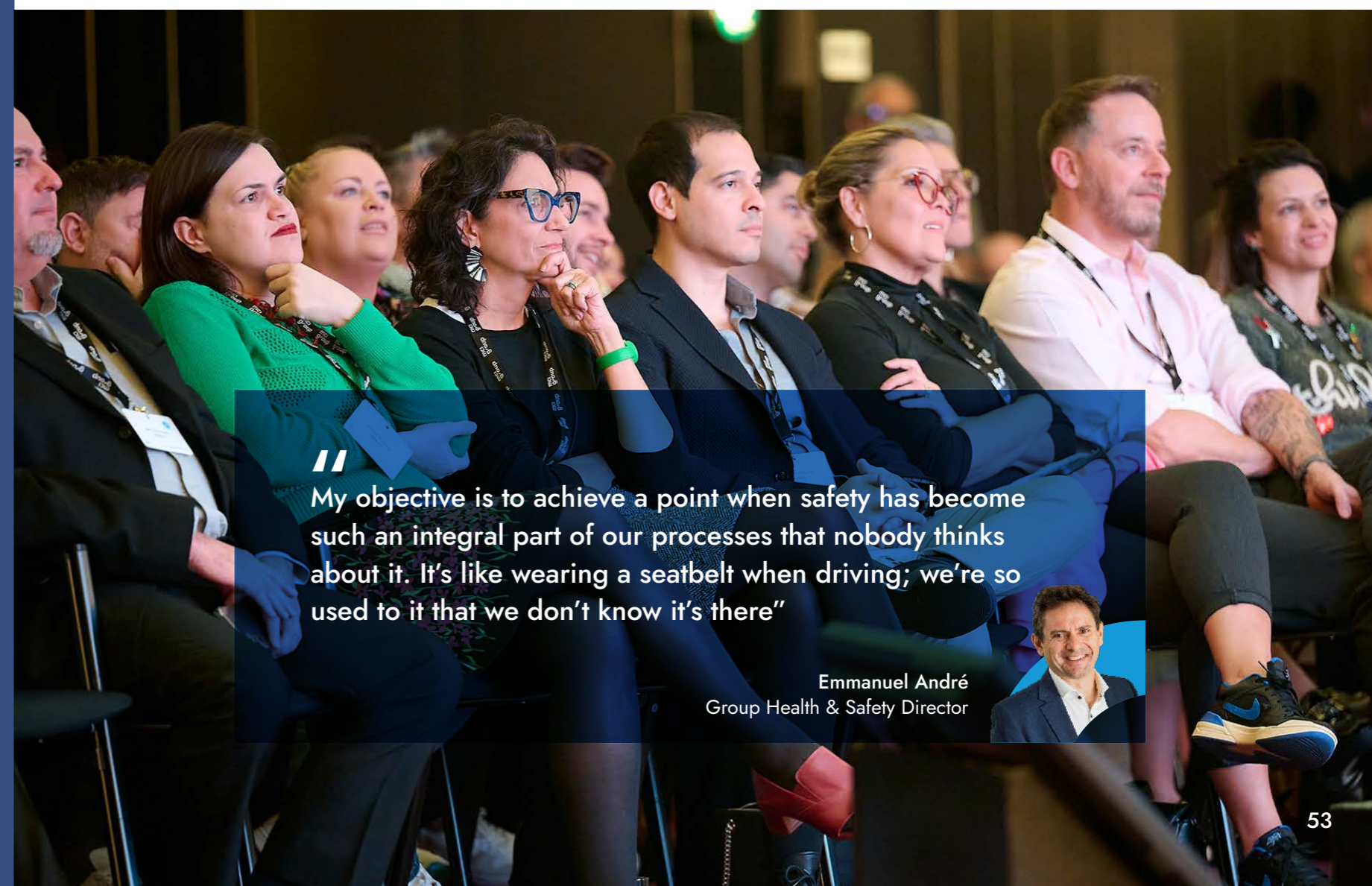
## Risk management

Our events are assessed for security, data protection, duty of care and sustainability risk through our internal audit tool and security checklists.

Potential risks are managed locally or with the help of our security experts. All events are assessed using our proprietary tool ESST (Event Safety and Sustainability Tool).

We have also developed basic- and advanced-level training for our offices and talents to empower our teams to take their security into their own hands. To ensure this training is engaging and memorable, we created a Health & Safety game that teaches our teams to evaluate risks and take appropriate measures.

In addition to our established risk management practices, we continuously work on identifying and managing emerging risks, such as those related to climate change and psychosocial risks. These emerging risks are integrated into our overall Health & Safety strategy to ensure we remain proactive and responsive to current and future challenges. Furthermore, we continuously update our safety checklists to address new elements, ensuring our events remain safe.



//

My objective is to achieve a point when safety has become such an integral part of our processes that nobody thinks about it. It's like wearing a seatbelt when driving; we're so used to it that we don't know it's there"

Emmanuel André  
Group Health & Safety Director



# Learning & Development

MCI Institute

## Shaping a future-ready workforce

At mci group, the MCI Institute serves as our global learning centre of excellence, driving talent development and future readiness. As the backbone of our continuous learning culture, it provides dynamic pathways, resources, and development opportunities that equip our teams with the skills to navigate an evolving world.

In 2024, we accelerated this mission by launching an AI-First Learning and Knowledge Management System, 'switchai,' harnessing GenAI technology to deliver personalised, high-impact learning experiences. This innovation also empowered local offices and teams to create, localise, and own their learning content, fostering a more decentralised and accessible Learning & Development approach.

Additionally, in 2024, we expanded our Digital Native Acumen (DNA) framework into a global talent assessment to enhance our Digital Quotient (DQ) and began developing an integrated skills framework to strengthen the growth of our middle managers.

By embracing AI-driven learning, MCI Institute continues to redefine how we develop talent, ensuring our global teams are empowered, agile, and ready to create impact both within and beyond mci group.

### Key highlights:

10,797 hours of learning received by our talents.

## Key Learning & Development priorities in 2024

### Adopting GenAI in the workplace

Empowering talent with the knowledge and skills to harness the advantages of Generative AI. This initiative promotes a human-centric approach, positioning AI as an augmentation to human intelligence rather than a replacement.

### Next-Gen learning & knowledge platform

Advancing "Learning in the Flow of Work" through a holistic digital learning and knowledge platform. This solution integrates cutting-edge GenAI technology to enhance accessibility and drive engagement.

### Integrated skills framework

Rolling out a streamlined skills framework, starting with Middle Management (MIMA). This phased initiative simplifies skills identification, defines clear development pathways, and aligns with organisational priorities.

### Expanded DNA framework

Elevating digital upskilling across all talent levels by incorporating transversal skills like Generative AI. This ensures competitiveness and delivers exceptional client outcomes.

2024 was a year of continuous learning, focused on developing future leaders, introducing GenAI learning technology, and sharing group expertise to support both personal and professional growth.



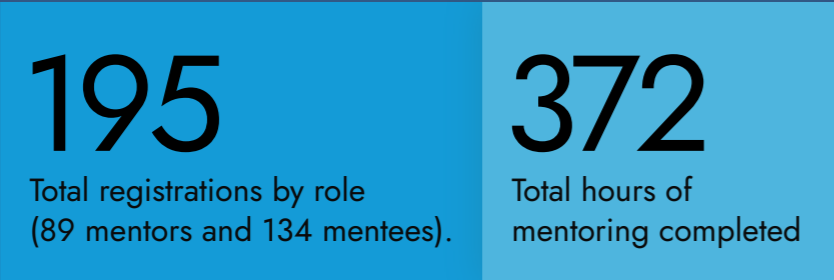
The future of learning is not just about harnessing the power of AI, it's about striking the right balance between technological advancements and the human skills that define us. At MCI Institute, we push boundaries with AI-driven learning while ensuring that critical thinking, creativity, and collaboration remain at the core of our growth. The key to success is not choosing between AI and human capability but integrating both to unlock our full potential."

Avinash Chandarana  
Group Learning and Development Director

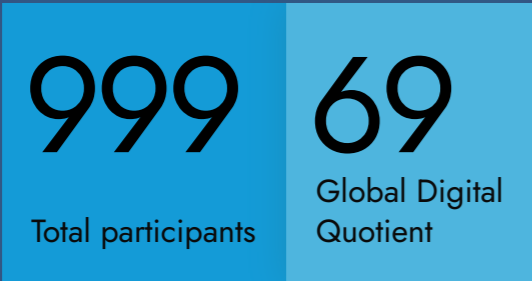


# Key highlights

## Mentorship programme



## Digital Acumen Programme



## GenAI Readiness Programme



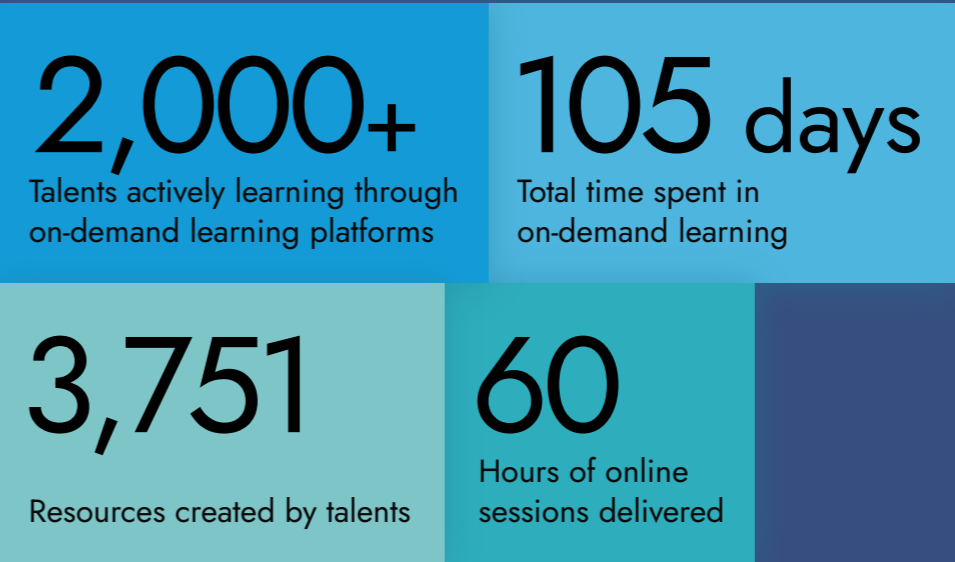
## Local learning activations



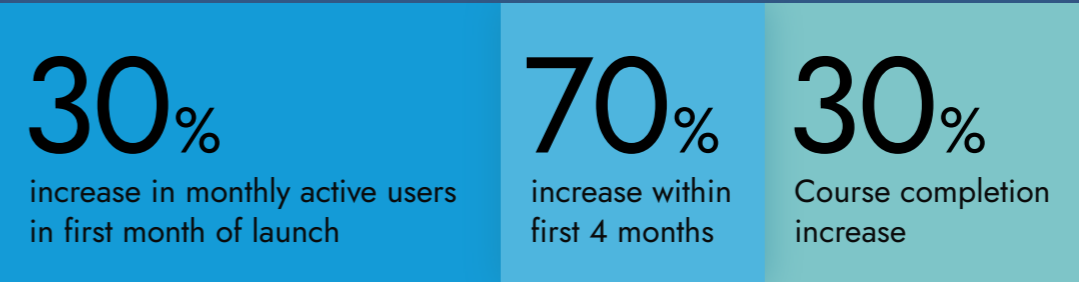
## Business Academy



## Learning Accessibility



## Switchai Launch



# Case story

## Local learning, global impact

**Learning Weeks are a key pillar of mci group’s annual L&D strategy, designed to promote professional talent development and drive business performance.**

In 2024, these localised initiatives continued to bring our talents together, fostering a culture of growth and collaboration across our offices. With 14 activations organised worldwide, 94% of our talents participated in tailored learning experiences addressing local business needs and market trends. A total of 1,343 talents completed these sessions, accumulating 1,178 learning hours. By investing in personalised development, we empower our teams to learn, innovate, and drive collective success.



# Community impact

Strategic objective

At mci group, we believe that businesses have a responsibility to drive positive change beyond the corporate world. With over 1,800 talents working globally, we can make an impact far beyond the events we create and be an active force for good in the communities where we live and work.

Key highlights:

€63,348 directly raised in support of local community and charity programmes

70+ community projects proud to work for us supported across mci group

Through our culture of responsibility, we empower our teams to turn their ideas into action, using their skills and creativity to support local causes. Each of our offices leads its own initiatives, ensuring efforts are meaningful and tailored to community needs. To strengthen this commitment, we grant every employee a full working day each year to contribute to a cause close to their heart.



//

As Group Internal Communication Coordinator, I have the privilege of sharing the incredible ways our teams drive positive change. From sustainability initiatives to community outreach, I see first-hand how our collective commitment transforms ideas into action. What inspires me most is the genuine passion behind every project – proof that when we work together, we create lasting impact.”

Tania Colsa Tella  
Group Internal Communication Coordinator



# Our achievements

Since 2010, our talents have invested more than 52,000 hours in community projects around the world, raising over €26.7 million. In 2024, our teams supported over 70 community projects, dedicating hundreds of hours to volunteering, fundraising, and hands-on initiatives. Through collective efforts, we raised more than €63,348, directly benefiting local organisations and charity programmes. From donation drives to environmental clean-ups, blood donation drives, and charity sports races, our talents continue to make a tangible difference – one project at a time. **Here is a glimpse of some of the local community projects we have initiated or supported in 2024.**



**MCI The Netherlands** cycled for the Sophia Children's Hospital to raise money for children fighting cancer



**mci group France** collected toys for children hospitalised in the Paris Necker Hospital



**MCI Brazil** celebrated Indigenous People's Day at the Guarani Tenondé Porã village, raising awareness about their culture



**MCI Middle East** collected essential items for those in need with the Dubai Foundation for Women and Children



**MCI & Dorier Switzerland** grew their best moustaches to champion the Movember Foundation, which they proudly support each year



**MCI & Dorier Switzerland** distributed Christmas presents to underprivileged children with the Swiss Red Cross



**MCI Australia** participated in the world's largest fun run, City2Surf, which raised AUD 3,79m for 502 charities across Australia



**mci group Belgium** filled dozens of shoeboxes with essential items and foods, offering warmth and support to those facing hardship



**MCI India** donated clothes, food and gifts to 120 children with the Dream Girl Foundation over Christmas



**MCI The Netherlands** painted nails for the nursing home residents and had a chat with snacks to brighten their day



**mci group Belgium** cleaned up the canals of Brussels for the UN's World Clean Up Day, supporting City to Ocean on their mission to raise awareness and reduce plastic



**mci group France** put together a volunteer team to help La Chorba distribute meals made from event leftovers collected by their partner Savr



**MCI Singapore & The Netherlands** gave a second life to the floral arrangements of a big event by sharing them with the Arc Children's Centre to brighten their day



**MCI UK** raised funds and collected food and essential items for the children of Sophie's Legacy Foundation



**MCI The Netherlands** walked through the night in support of The Dutch Refugee Foundation, which provides assistance in the world's most serious humanitarian crises



**MCI Spain & Portugal** in partnership with Banc de Sang, drove a blood donation campaign during the hottest months of summer



**mci group Belgium** raced the 20km of Brussels in support of La Flèche, a children's home.

# Using our expertise for good

In addition to our direct community outreach, we leverage our expertise, skills, and industry connections to support meaningful causes. Many non-profit and charitable organisations lack the resources or event expertise needed to advance their missions effectively. By offering strategic support and leveraging our purchasing power, we help bring their initiatives to life through cutting-edge production, targeted campaigns, strategic event management or powerful storytelling.

In 2024, our pro bono work and charity efforts helped indirectly raise €1,002,100. This amount includes, among other things, the value of unbilled team hours and the audiovisual production materials we provide at no cost to our clients.

These efforts create positive change and provide meaningful opportunities to apply our expertise in ways that make a real difference, giving us a sense of fulfilment and job satisfaction.

## Case Story

### Action Innocence’s 25th Anniversary

#### Immersive storytelling for a cause

Action Innocence is a private foundation dedicated to protecting the integrity and dignity of children, teenagers, and individuals with special needs as they navigate screens and digital technologies. In 2024, Dorier Group and MCI Switzerland partnered with Action Innocence on several key events, including the Foundation’s 25th anniversary. The objective of the event was to celebrate the Foundation’s remarkable journey while raising funds to support its ongoing activities.

The teams used their expertise to create a powerful, immersive experience that left a lasting impact on all attendees. The evening revolved around a captivating storytelling concept, featuring a giant book on stage that chronicled the Foundation’s journey. Pages were dynamically mapped out, accompanied by a moving voice-over dialogue between Action Innocence’s General Manager and the Founder’s five-year-old daughter.



#### Key highlights:

CHF 1,700,000

were raised from 400 attendees thanks to Dorier and MCI’s creativity, technological expertise and profound interest in supporting Action Innocence’s cause.

CHF 25,000

were offered on the final bill

# Case Story

## Swiss Red Cross Gala 2024

### Empowering young mothers and children



The Swiss Red Cross Gala in Gstaad returned for its second edition on 12 February 2024 at the prestigious Alpina Hotel in Gstaad. Under the theme "Empowering Young Mothers and Children for a Better Tomorrow," the gala brought together 120 esteemed guests to support vital health initiatives for women and children. The evening featured inspiring speeches, a refined dining experience, and an exclusive charity auction, raising an impressive CHF 287,000. These funds will directly support Red Cross programmes focused on improving maternal and child health, such as initiatives in Laos, where access to healthcare is crucial for community well-being.

Our MCI Switzerland and Dorier Group teams contributed to the event with in-kind sponsorship valued at CHF 15,000. MCI Switzerland expertly managed logistics and overall event execution, while Dorier created an immersive audiovisual experience that enhanced the gala's impact. From seamless staging to precision lighting and sound, every element was designed to captivate guests and maximise fundraising efforts.

#### Key highlights:

CHF 287,000

raised to support maternal  
and child health initiatives

CHF 15,000

in in-kind sponsorship from  
MCI Switzerland and Dorier

# Case Story

## À Chacun Son Everest!

### A 100% pro bono tribute to a life-changing mission

For three decades, À Chacun Son Everest! has empowered children with cancer and women in remission from breast cancer, helping them regain confidence and strength through transformative mountain experiences. Founded by Dr Christine Janin, a pioneering mountaineer and doctor, the organisation has left a profound impact on countless lives.

To celebrate this milestone and bid farewell to its inspirational founder, Dorier and MCI Switzerland joined forces to create an unforgettable event. The evening brought together 2,500 guests, including families who had directly benefited from the association’s support. Dorier and MCI Switzerland dedicated over 860 hours to making this event a success, from content creation and scenography to event management and logistics. More than just a celebration, this gathering was a tribute to a life-changing mission — one that will continue to inspire for years to come.



#### Key highlights:

100% pro bono  
work

pro bono work representing  
a sponsorship of CHF 50,000

864 complimentary  
hours

dedicated to technical pre-production,  
content creation, and onsite  
operations over 12 months