Environmental impact

Image
World Energy Congress 2024 — MCI The Netherlands

Environmental ● impact

Our customers, our talents, governments, and society at large are increasingly concerned about carbon impacts. We recognise that our industry — and we as an organisation — must address this global issue and be part of the solution.

Since 2009, we have been tracking and transparently reporting our environmental impact annually, continually improving how and what we measure. We remain committed to achieving specific, quantifiable objectives that align with climate science.

Strategic objectives

- By the end of 2025, we will define our near-term carbon reduction targets and have our trajectory validated by the Science Based Targets initiative (SBTi).
- By the end of 2025, our top 12 offices will have systems in place to track and report business travel emissions.
- By the end of 2026, we will roll out a centralised platform to assess and monitor the ESG performance of our key suppliers and partners.
- All our offices will consistently propose a tailored sustainability approach to every client.

Key highlights:

Successfully onboarded all offices to track employees' commuting

Successfully deliver personalised carbon footprint dashboards for all offices with actionable tips

Launched our Sustainable Office Guidelines to enhance locally and globally our sustainability efforts

Our path to
Net Zero

As a founding signatory to the Net Zero Carbon Events (NZCE) pledge in 2021, we committed to the following four actions:

- Publish by mid-2026 our pathway to achieve net zero by 2030 (on our own operations) in line with our carbon reduction trajectory (SBTi) objective
- 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*

  Measuring and reporting since 2009

Our stakeholders have identified climate change as a critical issue during our double materiality process. Our commitment to setting carbon emission reductions with SBTi will help us refine our pathway to net zero. 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:
  - Fuel efficiency for company trucks (Dorier Group)
  - Energy efficiency and purchase of renewable energy
  - Continuing to implement and improve existing energy efficiency programmes across our Information Technology (IT) landscape
  - Reduce the impact of our travel (for business or internal), including better monitoring and development of travel policies

- Continue to support our clients in their sustainability transformation by
  - Including sustainable solutions in all our proposals
  - Offering 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.

Measuring
our carbon footrint

We are constantly refining what and how we measure to be increasingly transparent, reliable and accurate. In 2023, we launched globally a new carbon emission measurement solution. This tool uses the Greenhouse Gas Protocol (GHG), which is considered the world's carbon tracking methodology, as well as emission factors from the French database Base Carbone® by the ADEME (the French environmental and energy agency) and other certified databases.

Our tool is certified by CDP (a not-for-profit charity that runs the global disclosure system for investors, companies, cities, states and regions to manage their environmental impacts), the ABC (owner of the Bilan Carbone® methodology, the French equivalent of the GHG Protocol), and AICPA for data security and ISO compliance.

Key highlights:

Reduction in tCO2e emissions from direct operations (Scope 1+2), achieving 0.21 tCO2e emissions per FTE

Our emissions per revenues are decreasing compared to 2023 (-7.6%) despite an increase in our activity

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Our reporting perimeter for 2024 includes the following three scopes:

Scope 1 Direct emissions from our vehicles fleet, and fuel emissions from stationary sources.

Scope 2 Emissions linked to our electricity consumption.

Scope 3 Business travel, assets, waste, other fuel emissions, IT data, purchased goods and services (banking, insurance, consulting fees, office supplies, support & maintenance, IT licenses and connectivity…).

This year, we have also calculated employee commuting for all our offices. This task was complex due to industry-specific factors such as irregular hours, flexible work arrangements, and fully remote work for some employees.

There are some limitations to the scope of our measurements this year, which will be corrected in future reports:

- Our waste emissions are based on the international average per full-time equivalent (FTE), but we also identified the need to consider the waste generated by Dorier Group's operations and activities (AV and event production).

- Our methodology for collecting business travel data creates too much uncertainty in the data. We have mapped out our offices' information systems and processes and are now exploring solutions tailored to each office to better track our talents' travel.

- Exchange rate fluctuations affect the use of monetary emission factors for Dorier's audiovisual investments. To address this, we have created a database of our AV-related purchases to transition from a spend-based methodology to a more accurate emission factor. We are also engaging with our main suppliers to obtain emission factors based on life cycle analysis.

CO2e emissions breakdown (tCO2e)

Emissions category		Baseline 2019	2023	2024	% change versus 2023
Direct emissions from mobile combustion units		not measured	75	93	
Direct emissions from stationary combustion units		41	21	26	
Indirect emissions linked to electricity consumption		961	347	237	
Total Scope 1 and 2		**1002**	**442**	**356**	**-19.5%**
Indirect emissions along the value chain (scope 3)	Purchased goods and services	245*	2018	2264	
	Capital goods	577	646	523	
	Fuel- and energy- related activities (not included in scope 1 or scope 2)	58	76	74	
	Waste generated in operations	126	121	128	
	Business travel	6631	3187	3646	
	Air business travel	6481	3025	3523	
	Road business travel	100	59	96	
	Rail business travel	50	36	27	
	Employee commuting	not measured	145**	154	
Total Scope 3		**7637**	**6192**	**6788**	**9.6%**
Total Scope 1,2 and 3		**8639**	**6635**	**7145**	**7.7%**
Number of full-time employees (FTE)		2352	1606	1709	6.4%
Revenues (million €)		542	493.1	574.5	16.5%

*incomplete scope of measurement
** Estimated commuting data for 2024, adjusted pro-rata based on the Full-Time Equivalent (FTE) for 2023

Carbon intensity (tCO2e)

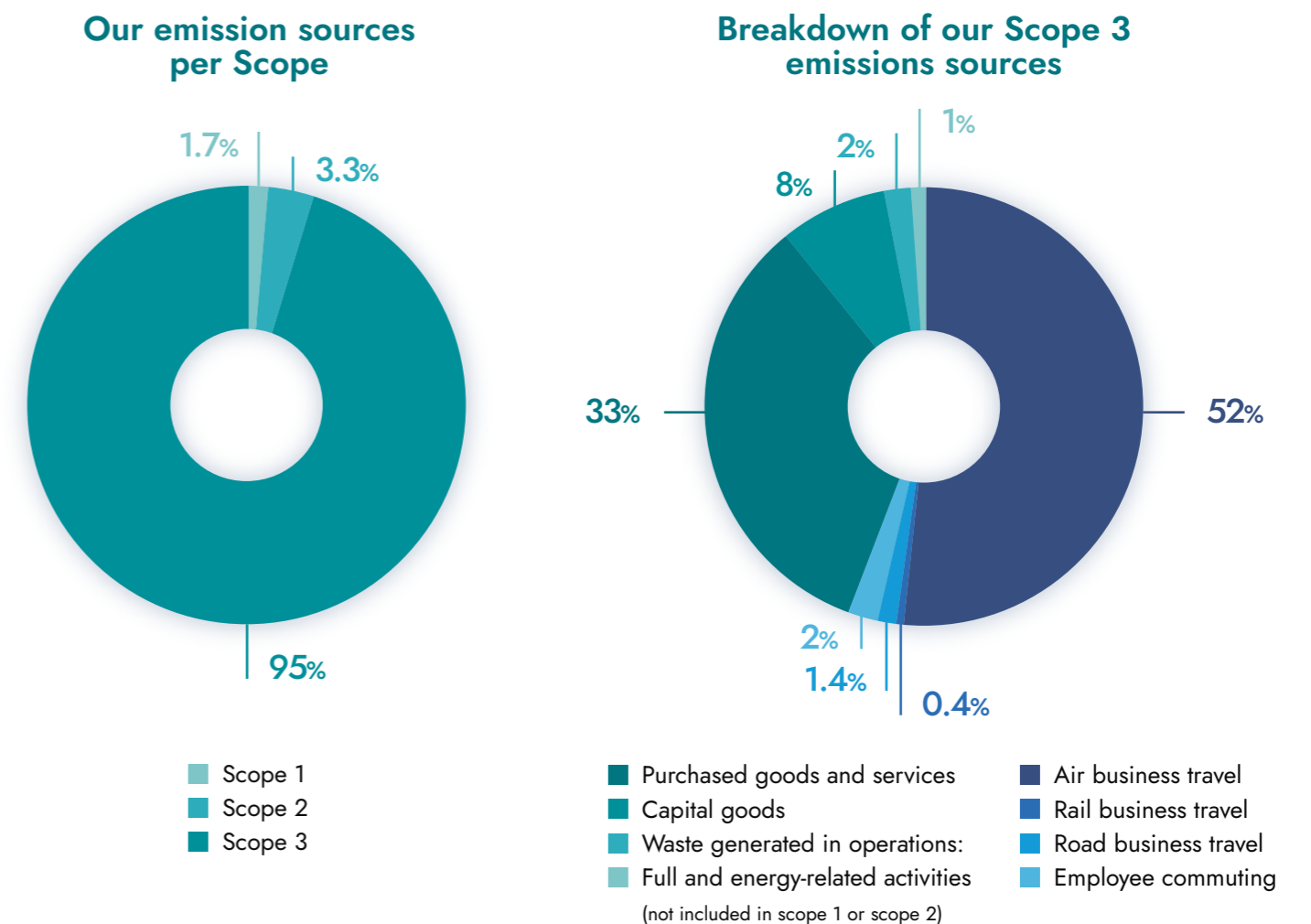| Intensity metric		Baseline 2019	2023	2024	% change versus 2023
Total scope 1 and 2	Emissions per Full-Time Equivalent	0.43	0.28	0.21	-24.3%
Total scope 2	Emissions per Full-Time Equivalent	3.25	3.86	3.97	3.0%
Total scope 1,2 and 3	Emissions per Full-Time Equivalent	3.67	4.13	4.18	1.2%
Total scope 1,2 and 3	Emissions per Revenues	15.94	13.46	12.44	-7.6%

Between 2023 and 2024, our total carbon footprint increased (+7.7%) primarily due to an increase in business activities (+16.5%) and a rise in the number of employees (+6.4%). Our emissions per Full-Time Equivalent on direct operations (scope 1 and 2) improved (-24%) as well as our emissions per revenues (-7.6%). Our scope 3 emissions continue to be affected by exchange rate fluctuations and a spend-based methodology in our audiovisual equipment investments made by Dorier and our purchased goods and services.

Employee ommuting: For the first time this year, we have calculated our commuting footprint, which reveals that almost 60% of our transport is done with low-carbon means. Twenty percent of our employees work 100% remotely. Even if carpooling is to be encouraged, it is already part of our talents' practices (less than 20% of electric and thermal car trips).

Purchased goods and services: As a service provider, our purchase of services is our second-largest emission category. We have expanded our calculation scope by including all marketing costs, IT licenses and connectivity, and previously missing costs for IT support and maintenance.

Business travel, which accounts for more than half of our total emissions, increased by 14% in 2024. 80% of our travel is attributed to client projects and only 20% to our own operations. The type of events we deliver also directly impacts our footprint. Our in-person events have increased significantly from 61% in 2023 to 81% in 2024. This rise has led to more travel for our teams, with more distant destinations resulting in an increase in long-haul flights. We have improved the accuracy of our data compared to 2023, with the majority now reported in passenger.km.

Energy consumption: We consumed a total of 1 020 276 kWh of energy. Our energy consumption per FTE decreased compared to 2023 despite increased activity (more employees and more office surface area). There is still room for improvement in our data, as four of our large offices lack detailed energy data (corresponding to 20% of our total estimated electricity or gas consumption). Renewable energy and green electricity from the contracted grid represent much of our energy consumption. One of our biggest offices uses 100% renewable energy for heating and electricity consumption (geothermal, solar panels, and renewable energy from the contracted grid).

Our emission sources per Scope

- Scope 1: 1.7%
- Scope 2: 3.3%
- Scope 3: 95%

☐ Scope 1
☐ Scope 2
☐ Scope 3

Breakdown of our Scope 3 emissions sources

- 2%
- 1%
- 8%
- 33%
- 52%
- 2%
- 1.4%
- 0.4%

☐ Purchased goods and services
☐ Capital goods
☐ Waste generated in operations:
☐ Full and energy-related activities (not included in scope 1 or scope 2)
☐ Air business travel
☐ Rail business travel
☐ Road business travel
☐ Employee commuting

Mitigating unavoidable emissions

To achieve our net zero goal, we will have to rely on carbon removal, or invest in climate protection programmes to offset our unavoidable emissions.

However, while we navigate the complexities of carbon offsetting, we are also striving to mitigate our carbon footprint. That's why, since 2017 we have partnered with Cool Earth, a non-profit organisation that works alongside rainforest communities to halt deforestation and its impact on climate change. We decided to partner with them because their strategy of putting people first is aligned with our own core values.

In 2021, we decided that all internal group-wide meetings organised for our management teams and talents would become carbon-neutral. We started by reducing the total footprint of the events by making the best possible choices, and by mitigating our unavoidable emissions with Cool Earth.

What's next

We will refine our methodology for calculating our carbon footprint, set a new baseline and define our emission reduction targets via the Science-Based Targets Initiative (SBTi) by the end of 2025. From there, we will develop a local and global roadmap to reduce our emissions.

Data quality is especially difficult for Scope 3 emissions, as they are sometimes outside our direct influence. We will work on creating more reliable protocols and are looking at how we collect and compute Scope 3 emissions (especially around business travel and supply chain). We want to enhance both data quality and coverage so that over time we can obtain independent limited assurance over a bigger share of Scope 3 emissions.

We will continue to support our offices in taking ownership of their carbon footprint dashboards. We encourage them to monitor their trajectory to improve their sustainability and carbon footprint performance.

Carbon footprint for 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 are often accompanied by a significant climate footprint.

According to Meetgreen, the average conference produces 1.89kg of waste per day for each attendee and 176.67 kilograms of CO_2 emissions per person. Over three days, a large corporate event could, therefore, contribute around 3,480kg of waste to landfills. A third of what is disposed of during an event is recyclable, and delegate travel accounts for almost 90% of its carbon emissions.

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.

To ensure all our events go above and beyond on sustainability, in 2024, we continued to train our teams to use our event carbon footprint tracking tools to help measure, reduce, and, if needed, offset our client projects' carbon emissions. Since 2023, we have assessed over 90 projects. Our aim is that in the future 100% of our client proposals include an environmental and carbon-tracking approach.

Raising awareness about climate change

Organisations need to nurture deeper discussions about sustainability and create a corporate culture of care to inspire change.

By cultivating shared values and beliefs within our organisation, whereby the words and actions of our leadership demonstrate the importance of sustainability within mci group and beyond, we can educate and inspire positive action from our talentts.

Through regular internal initiatives, we also raise awareness about what sustainability is to us, and what we do within our company to contribute to it.

Some examples include:

- Sharing insights in The Beacon, our quarterly sustainability newsletter
- At group level: Sustainability onboarding for newcomers, regular webinars
- Face-to-face workshops or training organised by our offices
- One of our objectives is to specifically train Managing Directors, Human Resources Responsible, and Sustainability Champions on sustainability: what it is to mci group, what are the objectives, and what is expected.

Sustainable working environments

All our agencies are guided in implementing sustainable office operations. Programmes include reducing energy and/or water consumption, sourcing clean energy, smart printing practices, using healthy and sustainable catering options for internal events, and recycling and/or banning single-use plastic.

We have developed comprehensive office sustainability guidelines to further support our agencies in this process. These guidelines include tips to improve their operations on environmental aspects, biodiversity, diversity and inclusion, and health and safety.

Digitisation — the cloud

Since the end of 2021, we have migrated and outsourced our servers to a cloud-based infrastructure to reduce our environmental footprint.

Our infrastructure and applications are now hosted on Microsoft Azure and Microsoft 365, which are the best-in-class solutions in terms of sustainability. Microsoft has implemented energy-efficient technologies and solutions and is committed to limiting the CO2e consumption of its data centres. In 2024, we started optimising our infrastructure by reducing the resources used in the cloud.

We have also been able to further reduce our impact by adopting collaborative digital tools such as Microsoft Teams, which connect our teams whilst reducing travel.

Best practices and tips on reducing our digital carbon footprint are regularly shared through internal awareness campaigns and training and are part of our onboarding programme. We have also organised a digital clean-up day to raise awareness among our talents and encourage them to reduce their storage consumption.

In 2024, we renewed our ISO 27001 and 27701 certifications, which certify an efficient security system and a data privacy management system.

> "As a group, we turn to technology to increase efficiency and innovation wherever possible. Our use of cloud-based solutions allows us to reduce our carbon footprint, and whilst our data usage is growing, we have launched a cleaning project to reduce our storage and control our emissions.
>
> We continue optimising our infrastructure and implementing solutions such as AI, AR and VR to keep mci group as innovative as possible."
>
> **Edouard Duverger**
> Chief Information Officer

Innovation and sustainability

As we continue to push the boundaries of AI innovation, we are committed to ensuring that our advancements are both economically viable and environmentally sustainable. By developing energy-efficient algorithms, leveraging renewable energy sources, and adhering to sustainable practices, we aim to minimise the environmental impact of our AI technologies. Our goal is to drive progress that not only benefits industry and economy but also preserves our planet for future generations. We are proud to collaborate with partners who share our values and commitment to a sustainable future.

Working outside the track.

Case
Story

The Ocean Race

Turning a global sporting event into a sustainability platform

The Ocean Race is a world-renowned sailing competition, and in 2024, Holcim Argentina saw it as an opportunity to strengthen client relationships while showcasing its leadership in sustainability. Partnering with MCI Argentina, the goal was to design an exclusive experience that embodied Holcim's commitment to the circular economy, ensuring every aspect of the event reflected its values.

MCI Argentina's creative strategy centred around Holcim's GO CIRCULAR sailboat, which not only competed in the race but also collected crucial climate data.

Participants used a dedicated app to track their carbon footprint in real-time, engaged in community-led water purification initiatives, and received sustainable corporate gifts—such as recycled notebooks, biodegradable pens, and upcycled sailing materials. By blending high-impact experiences with environmental action, the initiative turned The Ocean Race into a powerful platform for advancing climate research, promoting circular economy principles, and driving real-world sustainability efforts.

Key highlights:

Climate research	Real-time	Silver
contributions through **marine data collection**	**carbon** footprint tracking via a dedicated app	**best** green event and **Bronze** Sustainable Events at the Premios FIP

Case
Story

A blueprint for sustainable events

The 26th World Energy Congress, organised by MCI The Netherlands in Rotterdam, gathered global leaders, policymakers, and industry experts to tackle the pressing challenges of energy transition. With a strong focus on sustainability, the event provided a platform for discussions on energy policies, technological advancements, and innovative solutions shaping the sector's future. Every aspect of the congress, from the venue to transportation and catering, was designed to reflect its commitment to environmental responsibility.

The Rotterdam Ahoy provided the ideal setting for a sustainable event, operating entirely on renewable energy and designed to minimise environmental impact. Attendees were encouraged to opt for eco-friendly travel options, while event materials—from signage to giveaways—were sourced from recycled or biodegradable materials. Catering prioritised locally sourced, seasonal ingredients to reduce food miles, with innovative waste reduction initiatives repurposing coffee grounds for mushroom cultivation. By weaving sustainability into every aspect of the experience, the World Energy Congress 2024 set a new benchmark for responsible event management.

Key highlights:

Hosted at	Congress giveaways	Catering
Rottertdam Ahoy	and **materials**	**Locally** sourced
a gas-free venue powered by renewable energy	made from recycled and natural fibres	with innovative food waste reduction initiatives

Case
Story

Uniting finance, markets, and policy for climate action

MCI The Netherlands partnered with the World Bank to organise Innovate4Climate 2024 (I4C 2024), bringing together over 650 leaders from 71 countries in Berlin. The conference served as a global platform for dialogue on carbon pricing, carbon markets, and climate finance, fostering collaboration among policymakers, financial experts, and technological innovators. Through seven plenary sessions and 21 interactive workshops, participants explored solutions to accelerate climate action via finance, policy, and technology. The event also featured a dynamic Marketplace, where exhibitors across sectors connected and forged partnerships to drive impactful climate initiatives.

Our team managed logistics, registration, and session transitions to ensure an engaging and productive atmosphere for attendees. The team embedded sustainability actions, from implementing waste reduction strategies and sustainable catering to promoting low-carbon impact transportation.

Key highlights:

Recycling
used **reusable**
and recycled materials, minimised packaging, ensuring waste separation for paper, glass, and plastic.

Catering served
local, seasonal
and mostly organic food while reducing disposable items and food waste.

Carbon mobility made
sustainable
transport
easy with combined tickets, clear public transport signposting, and a bicycle loan scheme.