

**a sua sugestão para proteger a Amazônia?**  
**Deixe aqui sua marca pelo futuro!**

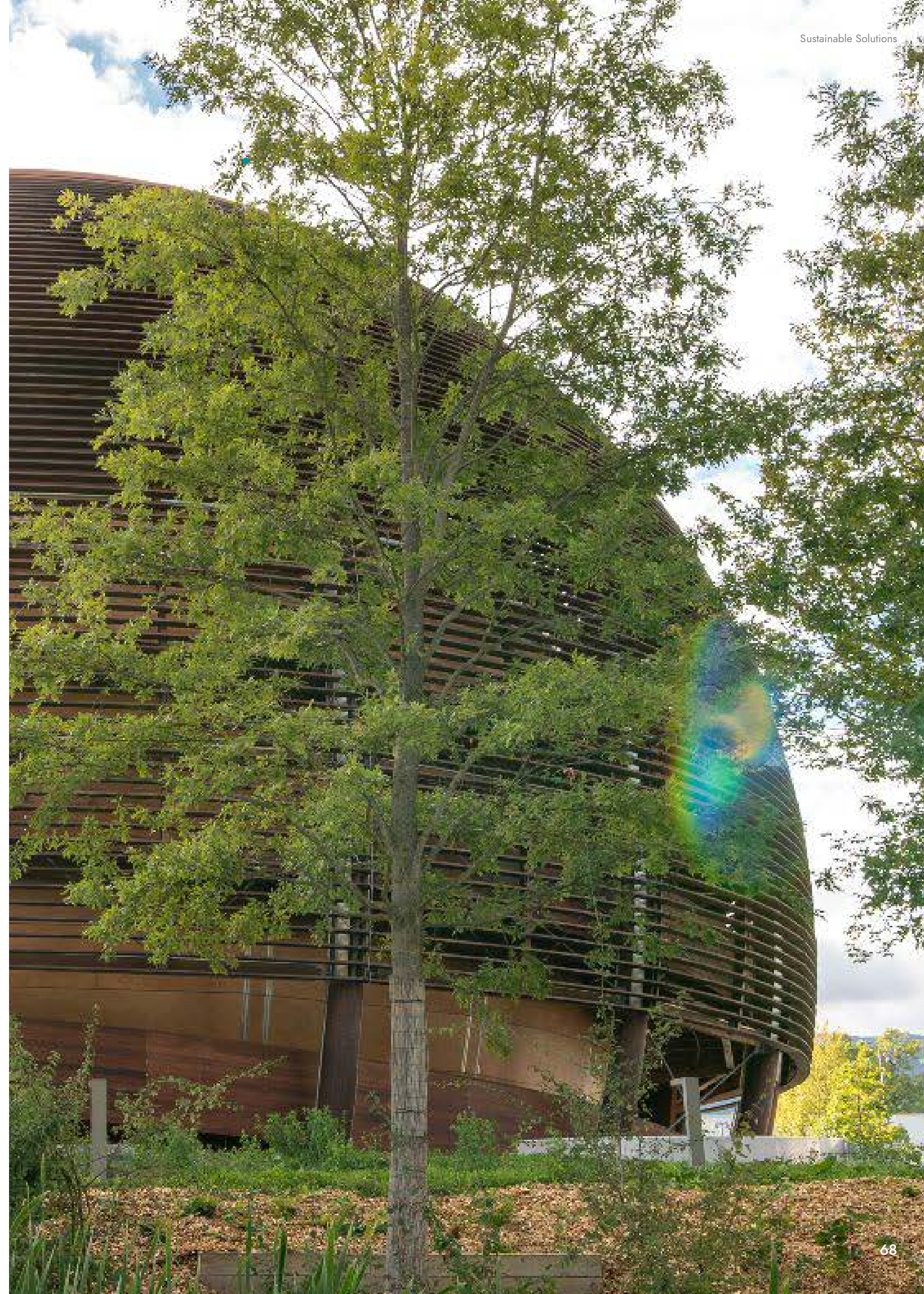
**Sustainable  
solutions**



# Sustainable solutions

We champion sustainability by embedding environmentally and ethically responsible solutions into every event and experience we create. Through a **sustainable-by-design approach**, we integrate **strategic planning, innovative design thinking, and resource efficiency** to minimise waste and reduce environmental impact — without compromising engagement or effectiveness.

Our commitment goes beyond just meeting standards; we proactively help clients navigate sustainability challenges, ensuring that their events and campaigns drive **positive change, measurable impact, and long-term value**. By making responsible choices effortless and impactful, we transform sustainability from an obligation into an opportunity for innovation, brand positioning and meaningful engagement



# Creating responsible experiences

Strategic objective

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

Key highlights:

141 talents trained in sustainability practices in 2024

90% satisfaction from clients surveyed on their experience with our sustainability solutions

4 awards won for delivering sustainable projects

“Sustainability is about creating lasting impact—beyond commitments, beyond compliance. It’s about driving transformation through action, innovation, and collaboration. By engaging our clients, partners, and ecosystem, we turn sustainability into a catalyst for growth, resilience, and meaningful change. Together, we design solutions that don’t just reduce impact but create value — for industries, communities, and the future we shape.”

Laurence Julliard  
Global Head of Strategic Client Solutions



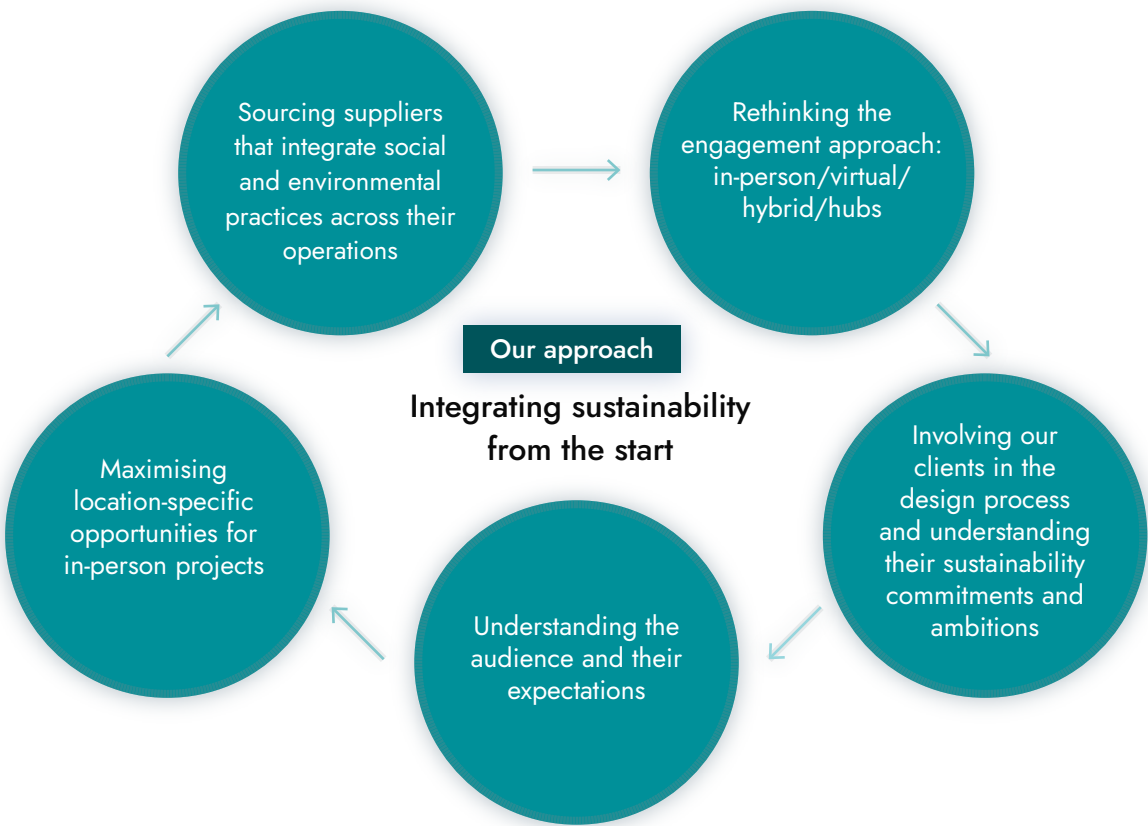
We strongly believe that sustainable experiences have a better outcome for our clients, and deliver a positive impact far beyond the event.

Over the years, we have consistently proven that by embedding sustainable thinking in everything we do, we can improve efficiency, quality and participants’ experience, and simultaneously accelerate innovation. This holistic approach to sustainable event management can reduce costs, improve environmental impact, strengthen brand reputation and leave a lasting social legacy within communities.

Using the design-thinking model, we identify and define our clients’ sustainability commitments, business objectives, and attendees’ needs and expectations, and devise progressive strategies to support them in achieving their mission.

## Sustainable project journey

Our sustainable process has been created with collaboration and clear objectives as the focus. This means that you will have meaningful and measurable data as a result of working with us.





# Our responsible experience model

Whilst every project is different, and there is no “one size fits all” approach, we have developed a practical 5-part model to ensure that sustainable environmental impact, positive social impact, and diversity and inclusion are a central part of how our projects are organised.

- | 1. Rethink   | 2. Reduce   | 3. Choose  | 4. Eliminate   | 5. Help   |
|--|---|--|--|---|
| <ul style="list-style-type: none"><li>• Design accessible and inclusive experiences: communication, venue, food, speakers, transport</li><li>• Seek new technology and solutions</li><li>• Digitalisation and gamification</li><li>• Collaborate with partners and suppliers</li></ul> | <ul style="list-style-type: none"><li>• Food consumption and event waste management</li><li>• Collateral material and merchandise (Giveaways)</li><li>• Resource-intensive substances</li><li>• Transport</li><li>• Water usage</li></ul> | <ul style="list-style-type: none"><li>• Certified suppliers</li><li>• Eco-friendly signage and material</li><li>• Fresh, local, seasonal produce (organic when possible)</li><li>• Fair trade and cruelty-free options</li><li>• Energy-efficient alternatives</li></ul> | <ul style="list-style-type: none"><li>• Disposable and single-use items</li><li>• Hazardous chemicals</li><li>• Unethical business practices (child labour, discrimination, corruption, human trafficking)</li></ul> | <ul style="list-style-type: none"><li>• Source locally and engage with local communities</li><li>• Leave educational legacy</li><li>• Donate time, materials and resources</li><li>• Measure and report your impact</li><li>• Offset emissions to support development</li></ul> |



## Empowering our teams

We strive to ensure our teams are ready to hit the ground running when it comes to building sustainability into all that they do.

In addition to Sustainable and Inclusive Events Guidelines, we provide regular online webinars or in-person training at group level or locally. As part of their onboarding programme, all new talents must follow a module on sustainability.



# Tracking carbon footprint matters

At mci group, 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 over 90 projects. Our aim is that in the future 100% of our client proposals include an environmental and carbon-tracking approach.





# Sustainable audiovisual design and production

Audiovisual productions use energy-intensive equipment to create immersive experiences. This poses an environmental challenge, as our industry consumes a lot of energy, and produces e-waste.

The Dorier team, from our AV Experiences branch, is committed to evolving and finding creative solutions that fulfill our clients’ desires to engage and inspire their audiences, all while minimising environmental impact at events.

Dorier holds ISO 9001 and ISO 14001 certifications, underscoring their commitment to ongoing environmental performance enhancements.

Here are some of their strategies:

- Source green and smart control technologies
- Waste management processes
- Support a circular economy by giving preference to material that can be repurposed or recycled
- Leverage their strategic alliances with 100+ audiovisual companies in over 80 countries (to minimise equipment transportation and staff travel)
- Use their skills and reach to educate and raise awareness about sustainability issues and solutions.

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The audiovisual industry must collaborate with event organisers, suppliers, and other stakeholders in the value chain to promote sustainability in every aspect of event planning and execution. This collaborative approach ensures that environmentally responsible practices are integrated throughout the entire production process. Our commitment to progress with transparency is crucial. Embracing sustainable audiovisual practices is not just an option; it is a shared responsibility in building a greener and more sustainable future.”

Nicolas Hersant  
Managing Director, Dorier Group



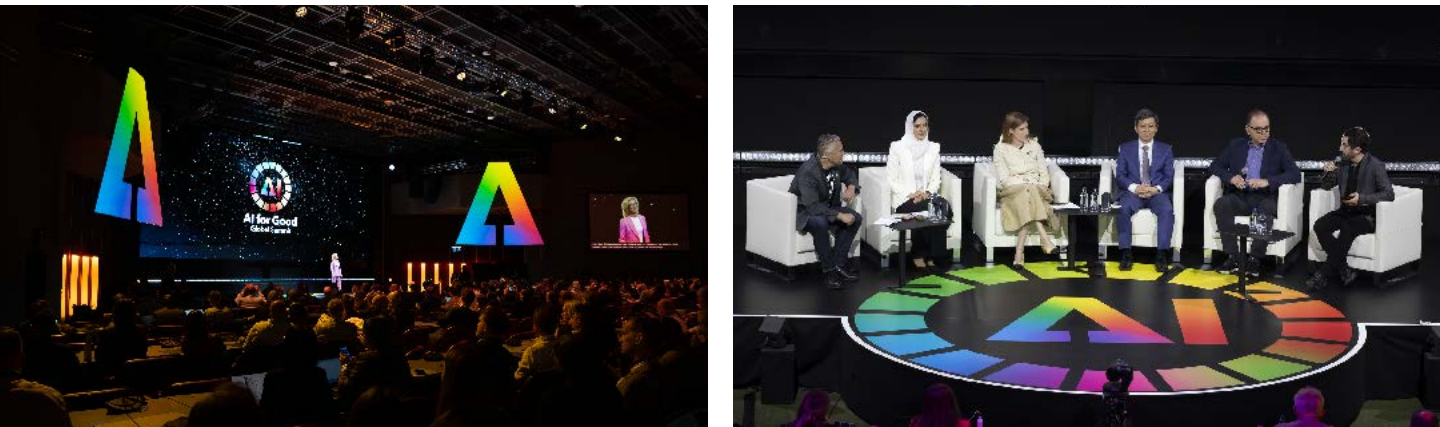
## Case Story

### AI for Good Global Summit

#### Shaping the future with innovation

The AI for Good Global Summit 2024 brought together the brightest minds to turn innovation into impact. Organised by the International Telecommunication Union (ITU) in collaboration with 40 UN sister agencies and co-convened with the Swiss government, the summit served as a platform to explore AI-driven solutions for the United Nations Sustainable Development Goals (SDGs). From tackling climate change to advancing gender equality, the event fostered meaningful collaborations between global leaders, researchers, and innovators.

A seamless hybrid experience was at the heart of the summit, made possible by Dorier Switzerland. Using our expertise in event production and technology, we brought AI to life through AI-generated videos, live demonstrations, and real-time connections between participants in Geneva and the USA. Whether orchestrating stage presentations or ensuring a flawless integration of remote and in-person speakers, our team created an immersive experience that made a real impact.



#### Key highlights:

240 UN partners and 2,500 participants attended on-site

100,000 people, generating 900,000+ views – a thriving global community

183 countries represented by delegates – a truly global initiative

# The sustainability journey of Ovation Global DMC

Ovation Global DMC, our global destination management services and event organisation, operates through +100 local offices or strategic DMC partners worldwide. All embrace sustainability as a core value.

## The power of purpose: our commitment to change

Every destination tells a story, and every event we create is an opportunity to craft a more responsible future. Our sustainability commitment isn't about compromise, it's about innovation. Whether reducing waste at international summits, ensuring ethical procurement for global incentives, or collaborating with local communities, every decision we make has a purpose.

## Behind the scenes: how we make it happen

Sustainability isn't just what happens on the main stage; it's built into every detail. Here's how we ensure our events make a difference:

- **Designing with impact:** From selecting green-certified venues to sourcing zero-waste materials, we engineer experiences that align with sustainability goals.
- **Waste not, want not:** Our approach minimises single-use plastics, encourages circular economy practices, and reduces food waste through smart menu planning and donation programmes.
- **Carbon consciousness:** We don't just talk about emissions; we measure them. Our carbon tracking tools help clients make data-driven decisions to reduce their event footprint.
- **Empowering local communities:** We strive to make a meaningful difference in every destination through two essential focus areas:
  - **Local sourcing & workforce diversity:** We prioritise working with local suppliers, ensuring fair wages, and fostering an inclusive and diverse workforce that supports regional economies and cultural preservation.
  - **Giving back through CSR initiatives:** We integrate Corporate Social Responsibility (CSR) activities into our incentive programmes—such as charity runs, fundraising events, and hands-on community service activities. By partnering with local associations, we ensure our events contribute positively to the communities we engage with, balancing what our incentives and meetings consume with meaningful social contributions.

## A Legacy of change: stories from the field

Real impact isn't measured in words, it's measured in action. Here's how we're making a difference:

- **Regenerative incentive travel:** Imagine incentive programmes that don't just minimise impact but actively restore ecosystems. Think of immersive conservation projects where attendees participate in rewilding initiatives, ocean clean-ups, or urban green space restoration. These activities create a lasting impact while deepening engagement and purpose.
- **Zero-waste conferences:** Let's take conferences to the next level with zero-waste principles. Picture an event where everything — from booth materials to catering — follows a closed-loop system. Digital event apps replace printed programmes, food waste is composted on-site, and reusable event structures eliminate disposable buildouts. By designing with sustainability at the forefront, we can redefine what 'green meetings' really mean.
- **Community-powered events:** What if every event was designed to leave a social legacy? By partnering with local artisans, community projects, and impact-driven businesses, events can become engines for social change. Imagine gala dinners featuring handcrafted decor from social enterprises, event swag sourced from ethical cooperatives, or conference venues donating a portion of proceeds to local causes. This approach ensures that events uplift the communities that host them.

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At Ovation, sustainability isn't just a checklist, it's a movement. We believe that events are more than moments in time; they are opportunities to create positive changes, spark conversations, and leave communities better than we found them. Our mission is clear: to redefine what it means to deliver world-class experiences while protecting our planet."

Rudolf Rannegger  
Managing Director Ovation Global DMC



# Our sustainability strategy for associations

## A holistic approach to integrating sustainability

Associations are uniquely positioned to directly impact sustainability through their own operations and business practices, whilst also amplifying the positive impact of their members. Furthermore, they are well positioned to help advance many of these issues and goals outlined by the United Nations’s SDGs by activating the collective power, knowledge and experience of their members, member companies and affiliated organisations.

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Associations, NGOs and nonprofit organisations are often in the lead with sustainability initiatives. At MCI, sustainability is not just a goal; it’s a guiding principle. With our association partners, we are proud of the work we do to create impactful and ethical solutions that not only meet the needs of our clients but also contribute to a healthier planet and society.”

Erin Fuller  
Global Head of Association Solutions



## Here’s how our association sustainability strategy works:

### Capacity-building & education

Continuing professional development, accreditation programmes, and industry-wide standards are at the heart of most professional and trade associations. These initiatives focus on skill-building, competencies, and ongoing training can be critical tools in addressing sustainability challenges.

### Information & knowledge sharing

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

### Technical standards & specifications

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

### Benchmarking & research

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

### Advocacy & public affairs

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

### Partnerships & affiliations

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

### Code of conduct

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

### Best practices & quality assurance

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



# Case Story

## Club France

### How the biggest fan zone of the Olympic games embraced sustainability



Club France was the largest fan zone in Paris during the 2024 Olympic and Paralympic Games, bringing together fans, athletes, media, and brand partners in an electrifying atmosphere. Hosted at La Villette, this iconic venue welcomed up to 25,000 visitors during the Olympics and 8,000 during the Paralympics in July 2024. MCI France worked closely with the French Olympic and Paralympic Committees to ensure a seamless experience while integrating ambitious sustainability initiatives.

Club France set new standards for sustainable fan zones. By prioritising local and organic food, optimising recycling efforts, and creating an inclusive space for all visitors, the venue proved that large-scale events can be both engaging and responsible. The impact didn't go unnoticed — Club France received five awards, including the Prix coup de coeur (Grand Prix du Sport Business), a Bronze Award in the Event Activation category (SPORSORA), Best Public Event (Grand Prix Krea), an Award of Merit (Republik Event), and an "Activation de Marques autour du Sport" (Gold Heavent Award).

#### Key highlights:

##### Food and drink

**80%** of food was organic and locally sourced  
with **50% vegetarian** options

Meals were served in compostable dishware and reusable plates, washed at a Paris-based facility employing workers with disabilities. Daily food donations ensured that no meal went to waste.

##### Waste management

over **50%** of waste was recycled

57.4 tonnes of **recyclable waste**  
4.2 tonnes **of organic waste**  
57 tonnes of non-recyclable waste

Clear signage and supplier collaboration helped optimise waste sorting.

##### Accessibility

the **venue** featured

- wheelchair-accessible pathways
- magnetic induction loops
- sign language services
- an accessibility app
- audio description
- free earplugs

Plus a **designated safe zone** for victims of gender-based or sexual violence.



## Emerging trends in European and international

# Public Affairs

### Circular economy, sustainability and industry collaboration

Technological advancements, climate action, and globalisation are driving industries to collaborate beyond traditional boundaries, reshaping how we live, work, and consume. This transformation brings new regulatory and policy challenges for governments worldwide.

**logos**, our global public affairs and communications agency, supports businesses and organisations in navigating complex policymaking and regulatory landscapes, ensuring their voices are heard.

With a strong presence in sustainability, energy, and mobility, logos actively supports cross-industry partnerships. Such an example is the 4evergreen cross-industry alliance which develops tools and guidelines for an even more sustainable sector. 4evergreen has an ambitious goal of reaching 90% recycling rate for fibre-based packaging by 2030.

logos ensures this alliance is recognised as a key knowledge partner on circularity and sustainability in the paper and paper packaging sector and its tools better inform the sector and policymakers.

Additionally, logos is organising a high-level European conference for corporate executives to discuss evolving ESG reporting frameworks, reinforcing its role in shaping responsible business practices and informed policymaking.

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At logos, our integrated public affairs and communication helps organisations navigate policy challenges and drive impactful sustainability communications. Through initiatives like 4evergreen, we bring stakeholders together to advance circular economy solutions and inspire other organisations to rethink theirs. "

Catarina Santos  
Communications Manager, logos



## Case Story

### logos and 4evergreen

#### Driving circular innovation in fibre-based packaging

4evergreen is an alliance of over 100 manufacturers, designers, brand owners, researchers and recyclers who want to contribute to a climate-neutral society by perfecting the circularity and sustainability of fibre-based packaging. The goal is to reach a 90% recycling rate for fibre-based packaging by 2030.

Many professional connections have been established or have grown stronger through the alliance, and members are already using 4evergreen tools in their own circularity and sustainability projects. On a yearly basis, 4evergreen re-launches its 'Circularity Success Stories' initiative, collecting from member companies' breakthrough projects – whether individual or collaborative – that have been spurred by the alliance and can serve as inspiring examples to follow.





# Responsible communication services at ESN

**ESN, a leading full-service communication agency for EU institutions, governments and non-profits, based in Brussels, Belgium, joined our group in 2024.**

As an active actor in public and private markets and ISO 14001 (Environmental Management System) certified, ESN is committed to both the environment and society. This means complying with environmental and social legislation, working proactively to reduce its own carbon footprint, integrating responsible choices in the entire supply value chain, working with subcontractors who share their values, and building mutually beneficial, respectful relationships with employees, freelancers and partners.

ESN is certified in web eco-design and is an active member of Conception Numérique Responsable, a think tank dedicated to the sustainable and responsible design of digital services.

Finally, ESN engages in several environmental initiatives, including the European Week for Waste Reduction, European Mobility Week, environmental training and info sessions, and eco-design symposia.

## Building sustainability awareness through strategic digital marketing

**Digital marketing is a powerful tool for promoting sustainability and driving positive environmental change. Platforms like social media and digital campaigns allow brands to engage audiences around sustainable practices and advocate for environmentally responsible solutions. Our partner Kabloom uses these tools to increase awareness, boost participation, and drive action toward sustainability.**

The World Economic Forum reports that sustainability-driven messages on digital platforms can increase engagement by up to 55%, proof that digital platforms can engage audiences and inspire participation in sustainability initiatives. Additionally, events such as global awareness days highlight the power of digital marketing in promoting positive behaviours and spreading crucial information on a global scale. We can align advertising and public relations through targeted campaigns to drive awareness and encourage action.

Digital marketing also supports organisations' sustainability and educational initiatives by disseminating critical information worldwide. Whether through compelling storytelling, promoting sustainability-related websites, or using impactful hashtags, digital marketing fosters a shared commitment to environmental responsibility. Collaborating with like-minded professionals strengthens these initiatives, enabling institutions to adopt environmentally conscious policies and actions. Ultimately, effective digital marketing creates a ripple effect, amplifying initiatives, building awareness, and nurturing a culture of sustainability that benefits both the planet and its people.





# Case Story

UN Goal 4

## Expanding access to teaching resources at NCTE 2024

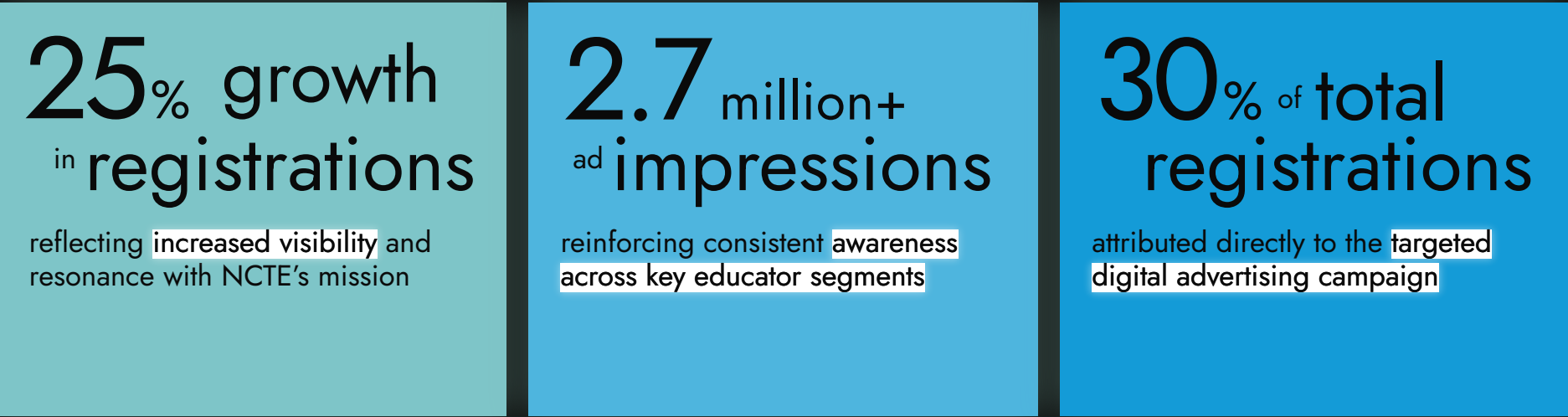


In a collaborative effort between Kabloom and MCI USA, the NCTE (National Council of Teachers of English) 2024 Convention campaign exemplified UN Goal 4: ensuring inclusive and equitable quality education for all. The joint initiative set out with a clear mission to engage as many English teachers as possible across all socio-economic sectors. Recognising the vital role of access to resources, professional development in education quality, and peer support, the campaign aimed to open the doors of the NCTE Convention to all educators.

The goal wasn't simply about boosting registration numbers but building recognition of NCTE's long-standing commitment to empowering teachers and advancing literacy education. Working closely with the

association, Kabloom executed a precision-targeted digital campaign across multiple channels. Personalised messaging and strategic segmentation engaged educators across diverse school systems and economic sectors, expanding NCTE's community reach. Through continuous optimisation and persona-driven messaging, the campaign prioritised equitable access, reaching educators across diverse school systems and economic sectors. The result: an impressive 85% engagement rate, demonstrating strong message relevance and connection with intended audiences. Every touchpoint was designed to reinforce NCTE's core message: that every teacher should be supported and connected to a national community committed to excellence in English education.

### Key highlights:





# Case Story

HSM+ 2024

## Where innovation meets sustainability and social impact



HSM+ 2024, Latin America's largest management and innovation event, is the perfect example of responsible event management, integrating environmental, social, and governance (ESG) initiatives throughout the programme. MCI Brazil implemented a 360° approach, prioritising accessibility, diversity, and ecological responsibility. The event featured multigender bathrooms, inclusive food options, and measures to combat harassment, all while ensuring diverse representation on stage.

Environmental and social impact were key pillars, with initiatives focused on reducing waste, promoting conscious consumption, and supporting local communities. The event also included the ESG Knowledge Track and ESG Tour, raising sustainability awareness among participants. In recognition of these efforts, HSM+ received the Lacte Award for ESG excellence in corporate travel and events.

### Key highlights:

#### Waste management

**790** trees planted

to offset CO<sub>2</sub> emissions, supporting a reforestation initiative. 3,272 kg of recyclable waste collected.

#### DEI&B

**47%** female representation

diverse speakers, anti-harassment protocols, and inclusive facilities such as multigender bathrooms and a support room for parents.

#### Social impact

**5** social projects

directly supported by the event



# Case Story

## LPG Week 2024

### From planning to impact: Sustainability at the heart of LPG Week 2024



LPG Week 2024, held in Cape Town, South Africa, brought together global professionals from the Liquefied Petroleum Gas (LPG) industry under the theme "Energy for All." Organised by the World Liquefied Petroleum Gas Association (WLGA), the event aimed to promote sustainable energy solutions and responsible practices within the LPG sector. MCI Belgium ensured sustainability was at the heart of the event, implementing proactive carbon reduction strategies right from the planning phase.

From the selection of venues and service providers to the materials used, sustainability was embedded in every aspect. The Cape Town International Convention Centre, a key venue, was chosen for its robust sustainability practices. On-site, MCI Belgium executed a comprehensive communication strategy to engage attendees and exhibitors, raising awareness of the event's eco-friendly initiatives. The team also adopted a "Refuse, Reduce, Reuse, Recycle" strategy for event materials, minimising waste and ensuring a more sustainable lifecycle for the event.

#### Key highlights:

|   |  |   |
|---|--|---|
| <div>Carbon reduction</div> <div>targeted emissions reduction</div> <div>focused on energy efficiency, waste minimisation, and responsible sourcing</div> | <div>Supplier engagement</div> <div>100% of suppliers</div> <div>adhered to our sustainability Code of Conduct</div> | <div>Digital sustainability</div> <div>renewable powered</div> <div>website hosting</div> |
|---|--|---|