



mci
group

COMMUNITY
& GIVING BACK

SUSTAINABILITY REPORT 2022

THINK BEYOND

Community & giving back

Strategic objectives

Corporate actions have the power to cause communities harm, or help to grow, evolve and enrich them. At mci group, we're committed to always championing the latter. We believe that, in giving our teams the tools to do more, we can bring this positive impact on global communities to life, which is why we want 100% of our talents to be provided with a full working day each year to take part in community outreach initiatives.

Key highlights 2022:

- € 3,376,513 directly or indirectly raised for charity or through our pro-bono work
- 1,909 hours volunteering
- 38 community projects

"We are proud to see how committed, creative and enthusiastic our talents are in making positive impacts on their local communities throughout the year. With the passion, dedication and expertise of our teams, we have the power to bring about change and truly make a difference."

Erica Fawer, Emmanuel André, Marine Mugnier,
Group Sustainability Team



As part of our dedication to thinking beyond sustainability, we are committed to working together to build a vibrant culture of responsibility and care that generates value not only for our business, and for the planet, but for the communities in which we work.

It is through the commitment and creativity of our talents that we can make this happen.

Structurally, each local sustainability team is responsible for engaging their talents around an annual sustainability plan, including their chosen community outreach initiatives (based on affinity or local needs).

Our goal is that each of our agencies provides one full working day per year for community service activities to all of their talents.

USING OUR EXPERTISE FOR GOOD

On top of our community outreach programmes, we use our expertise and contacts to help organise charity events.

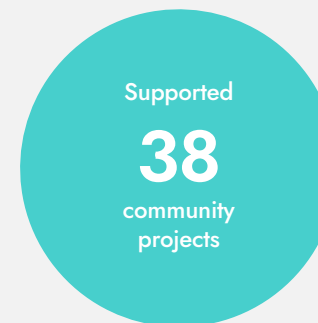
Non-profit organisations often do not have mci group's resources, expertise or purchasing power to stage major events to support their cause, meaning we are uniquely positioned to deliver impactful sustainability events on their behalf.

In addition to empowering communities and driving change, we believe that these opportunities provide an inspiring way for our talents to apply their skills – giving them a deeper sense of fulfilment and job satisfaction.

OUR ACHIEVEMENTS

Since 2010, our talents have invested more than 50,000 hours in community projects around the world, raising over €21.6 million.

In 2022, our agencies have continued to find meaningful ways to give back to the community. Collectively, we supported 38 community projects, and raised more than €3.3 million directly or indirectly for these programmes.



Stories on community and giving back

Healing communities through the power of communal cooking

For the past years, MCI The Netherlands team has been participating in the "Cooking in Another Kitchen" initiative.

This initiative is held at a homeless shelter in Amsterdam where people come to cook hearty meals for socially disadvantaged and isolated people. The cooking project offers these individuals a healthy, warm dinner and creates opportunities for them to reconnect and develop a sense of community and belonging.

Once again, our talents from MCI The Netherlands got hands-on in the kitchen, peeling and cutting onions and potatoes and cooking a stew and dessert for the guests.



MCI Spain and Portugal and the AO Team spread Christmas cheer with the Red Cross

For Christmas, the Spanish Red Cross offers new toys to children in the families they support.

Various donators contributed to this initiative by offering toys to the NGO, and our teams were keen to get onboard. MCI Spain & Portugal talents offered new toys to be donated to this programme.

Then, 19 talents from the AO Team, while in Barcelona for their "Christmas Kick-off", joined the Red Cross volunteers at one of the logistics centres to check and sort all the toys received (around 7 pallets in total). This meant checking that the toys were new, gender neutral and did not convey violence. They also helped the Red Cross go and pick up toys from supermarkets.

By working together on such an initiative, our teams not only grew a sense of comradery, they also made a meaningful impact on the lives of the children they were supporting.



2022 Swiss Red Cross Ball

On the themes of Oxygen, Water, Blood and Creativity, the 20th annual Swiss Red Cross Ball of Geneva was an astonishing success.

Once again, Dorier and MCI Switzerland collaborated to make this beautiful charity gala happen.

During the evening, CHF 1,035,050 (over € 1 million) were raised to support healthcare programmes for those in need in Lebanon and in Geneva.

In charge of the creation of the concept, MCI put together the artistic show and decor and managed the global coordination for the 570 guests attending this event. Dorier was behind all the technical production.

Congratulations to our teams!





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