



PRESS RELEASE
FOR IMMEDIATE RELEASE

MCI PIONEERS GLOBAL REPORTING INITIATIVE (GRI) IN SUSTAINABILITY FOR INTERNATIONAL EVENTS AGENCIES

Geneva, Switzerland – 30th June 2011. With the release of the 2010 Sustainability Report, entitled "Taking Action", MCI has become the first international events agency to use the GRI framework to report its economic, environmental and social strategies in order to benchmark performance. "Taking Action" is a product of the collaboration between MCI offices and stakeholders and is directly informed by the UN Global Compact and GRI reporting guidelines. It received a commendable C-Level Application Check Certificate upon evaluation by GRI.

Highlights of the 2010 report include:

- The carbon footprint of MCI internal operations measures 4,237 metric tons of carbon dioxide – comparable to 2% of the overall CO² emissions measured across all MCI client events.
- Improved sustainability performance shown across the group with 18 MCI offices now compliant with internal CSR procedures (an increase from 5 offices in 2009).
- Strong evidence of engagement in socially responsible causes with MCI talent supporting over 30 charities, investing almost 900 hours of time and raising over €74,000 for community projects.
- Increasing business in the sustainability sector with MCI being chosen as the PCO and consultant for more than 60 of the world's leading events and associations focused on energy and sustainable development.

[Click here to read the MCI Sustainability Report 2010 "Taking Action" in full](#)

Sebastien Tondeur, CEO of MCI, comments; "I am very proud of the steady progress we are making towards our sustainability goals. Through triple bottom line reporting and transparently sharing our success, as well as our learning and areas for improvement, we hope that we can advance not only our own CSR initiatives, but also serve to highlight the business case for sustainability in the meetings industry."

For more information on sustainable events and event sector reporting, visit MCI's sustainability blog lessconversationmoreaction.com or visit www.mci-group.com/csr.

ABOUT MCI

MCI is a globally integrated Association, Communication and Event Management Company. Since 1987, MCI has created corporate events, meetings and incentives; association and governmental conventions, congresses, exhibitions; and managed and provided consulting to associations. MCI's mission is to help companies, governments and associations bring people together to create meaningful connections and win.

MCI provides many stand-alone solutions designed for those who only need a specific service to complete their projects such as Destination Management, Sustainability Services, Technical and Creative Production, Event Hospitality, Event Furniture and Decoration and Registration Technology.

With offices currently in 45 cities in Europe, the Middle East, Asia-Pacific and South America, MCI is a thought leader in building community around brands, products and services for companies and institutions. MCI's 1000 plus employees represent 50 different nationalities and speak 60 different languages offering local knowledge in a completely international team.

Visit the MCI website www.mci-group.com or Press Center at www.mci-group.com/presscenter for the latest company information. The MCI Press Kit is available for download at www.mci-group.com/presskit.

For further detail on the information contained in this press release, please contact:

Guy Bigwood
Group Sustainability Director

MCI Headquarters
guy.bigwood@mci-group.com
Phone: +35 669 76 26 34

Vanessa Sharp
Group Communication Director

MCI Headquarters
vanessa.sharp@mci-group.com
Phone: +41 (0)22 33 99 544