

Sustainability Annual Report 2023

Published July 2024

mccglc



Our Commitment: Consideration For All

We believe that business products, practises and profits should aspire to do no harm, and benefit all stakeholders.

We value diversity and are committed to upholding the highest standards of lawful and ethical conduct, and in demonstrating honesty, fairness and accountability in all of our relationships.

Our board commits to offering consideration to all our stakeholders in our decision making:



Employees



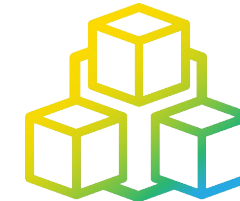
Shareholders



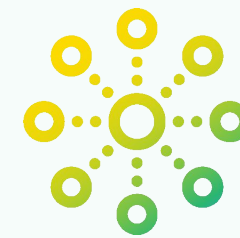
Environment



Clients



Suppliers



Communities

Our Commitment: Consideration For All



Employees

We are dedicated to being among the best at what we do, fostering a culture of continuous education and improvement with our team.

We invest in, reward and encourage talent, demonstrated by the high retention of many of our now senior team across many years.

We are built on diversity and celebrate this; we demand and value a mutual respect and level playing ground, between and for, all of our team irrespective of gender, race, culture, religion, ethnicity or sexuality. We expect and embrace creativity & flexibility in the approaches we take to serve our clients and each other.

We respect and encourage ample rest and reflection to balance the hard-work and dedication we expect from our team.

We recognise that our business depends on our care and consideration for our team in all that we do.



Shareholders

Our shareholders are engaged with recognition that our commitment to our triple bottom line (profit, people & planet) is a key foundation of our business. All board level decision making should include a balanced consideration for all three elements.



Environment

We consider ourselves a responsible business and we recognise the importance and impacts of our actions on the planet. We want to play our part in creating a sustainable future that is fit for everyone. We publicly support the ambition to limit global warming to 1.5°C.

We encourage our team to live more considerately and encourage 'green' initiatives in our workplace, from zero-plastic lunches and recycling, to printing reduction, to biking to work.

Within our client work we commit to moving to a more circular approach, reducing our reliance on virgin materials and offering modular reusable options for our clients.

We commit to driving the agenda for a low carbon future with clients and suppliers.

Our Commitment: Consideration For All



Clients

We use an established framework of criteria that will inform all decisions about how we engage with clients, and which companies we choose to enter into business relationships with.

1. We operate under a policy of non-bias. All client enquiries will be treated equally, and none will be disregarded based solely on industry, organisation or brand. All entities will be considered, providing they meet the ethical standards MCCGLC has set for itself.
2. We choose to be associated with brands that effect positive changes in the lives of human beings.
3. We won't engage with organisations that discriminate on the basis of age, sex, sexual orientation, marital status, disability, race or religion.
4. We won't work with companies who exploit human beings, or who we consider are acting in contravention of the Universal Declaration of Human Rights.
5. We will only work with companies who comply with global environmental standards.
6. We look for forward-thinking clients, who are interested to challenge the status-quo and achieve not only more, but want to work with us to achieve better.



Suppliers

We look to work with organisations who respect, value and adhere to practises aligned to our own standards. We value diversity in our supply chain and are committed to upholding the highest standards of lawful and ethical conduct, and in expecting honesty, fairness and accountability from those we work with.

We commit to developing local relationships wherever possible and demand a mutual respect and consideration with and for, those we engage. We expect flexibility & creative mindsets. We look for suppliers actively supporting and innovating sustainable practises in their work and organisations.



Communities

We recognise the impact our business can have in our community and that we have a role to play in supporting our team, as well as supporting the development of local talent.

Shoreditch in London is a vibrant, creative, melting pot of people and we value the vibrancy and energy that this, our local community, brings to our city in inspiring our team and our work.

We aim to begin supporting at least one London graduate each year through short term intern or apprenticeship opportunities and will look to support our team getting involved in local community initiatives and projects close to our office headquarters.

Foreword from our CEO

I feel encouraged by our second year of environmental data recording and the positive trajectory that reaffirms our commitment to sustainable development. Our challenge now is to balance company growth with vigorously assessing our planetary impact.

Reductions in CO2e/sqm are promising but to truly hit net zero, deeper client collaboration on tangible targets is key. Time, the most precious resource, allows planning and innovation especially when we are all tightening budgets. Sustainability within our industry is just like any other - fast and cheap will not deliver what's needed.

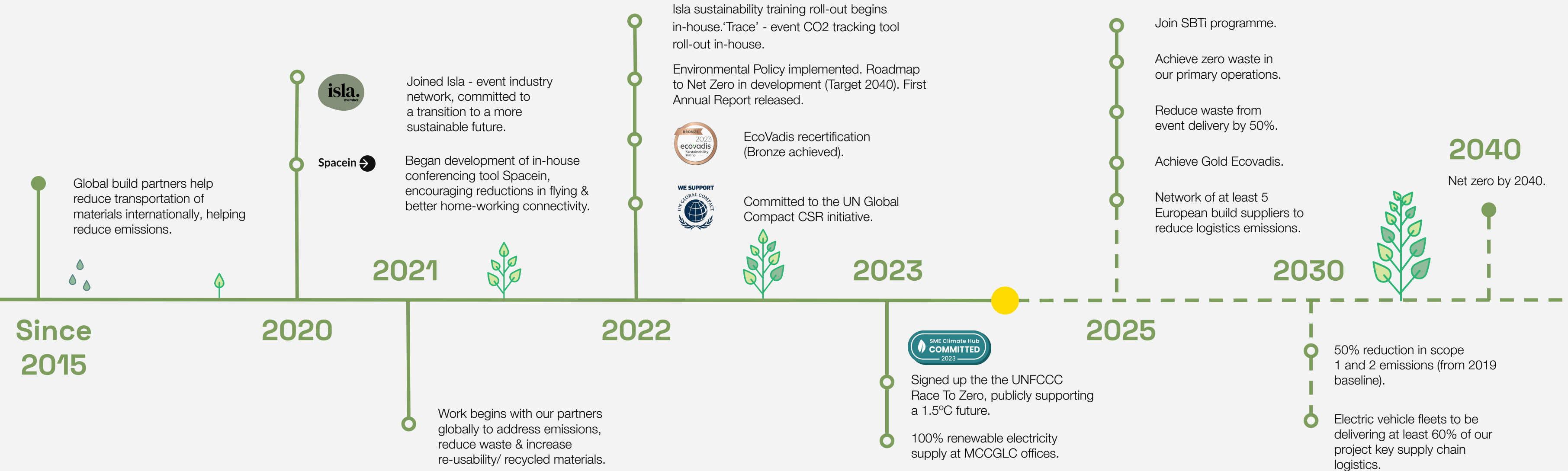
We're steadfast in balancing growth with stakeholder needs, and minimising risk using our Future Focus Framework. 2023 brought financial success and a strong team. 2024 promises exciting changes with a new MD and renewed focus on products, team and values. Steady growth will allow us to dig deeper into our net zero ambitions for more robust environmental plans: we haven't got the answer to net zero yet but we're relentlessly pursuing our 2040 goal.

Thank you very much to our incredible clients, partners, suppliers, and teams for their ongoing support. Together, we're finding balance – the only way forward.

Matteo Console Camprini
Founder + CEO
mccgic



Our sustainability journey & goals

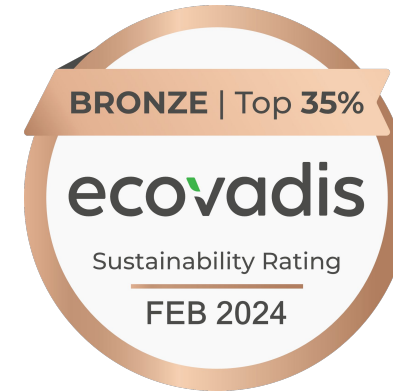


Memberships, Certifications, & Commitments



We're extremely proud to have joined Isla in 2020 as 'early adopters', helping to accelerate the event industry transition to a sustainable future.

Their carbon tracking tool [TRACE](#) allows us to measure our impact from all the events we deliver. This is helping guide our strategy and ensure we're driving change in the areas that will have the biggest impact.



We have this year maintained our Bronze rating from Ecovadis (*based on 2023 data*). Our overall **score improved by 7 points**, placing us in the 81st percentile of all companies within the scheme. We missed out on Silver by only one point.

The EcoVadis score examines the non-financial performance of a company across several themes including Environmental, Labor & Human Rights, Ethics and Sustainable Procurement impacts.

A Gold rating is in our sights by Dec 2025.



Having committed to support the Global Compact CSR Initiative in 2022, we're working to ensure its' principles are an integral part of our business strategy, operations & culture.



The SME Climate Commitment provides SMEs with the opportunity to make an internationally recognised climate commitment aligned with the latest climate science. SMEs that make the commitment become members of the United Nations Race to Zero, an international campaign that brings together an unprecedented coalition of businesses, cities, financial institutions, governments and universities committed to halving emissions by 2030 and achieving net-zero emissions by no later than 2050.

With our own net zero target of 2040, we have much to do to honor this commitment.

MCCGLC & The United Nations Sustainable Development Goals

In 2022 MCCGLC committed to the UN Global Compact corporate responsibility initiative and its principles in the areas of human rights, labor, environment, and anti-corruption. Those **UN Sustainable Development Goals** for which we believe we can support progress best, are built into our own Sustainable Development Framework - 'Future Focus' (pg. 10).



Our team can only do their best when they're at their best.

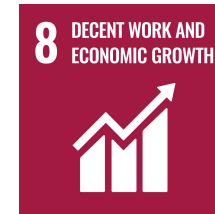
From flexible working to generous time off in lieu and healthy food offerings in the office we prioritise the health and safety of our team throughout all aspects of our work.

We extend this commitment to those people within our supply chain via our supplier code of conduct.



We want to see a world where women and men have equal rights and opportunities and so want to play our part in levelling the playing ground further within our business & network.

Investigating the gender pay gap and the lack of female senior creatives in our industry are two areas of particular focus.



As a fast moving SME we are always pushing to strengthen our business and expand our team.

Developing new initiatives to support sustainable growth, like development of our video-conferencing tool SPACEIN and research into the use of waste products in construction materials, demonstrates some of our commitment in this area. Future plans include supporting young people into the creative industry via internships.



We demand and value a mutual respect and level playing ground, between and for, all of our team irrespective of gender, race, culture, religion, ethnicity or sexuality.

Addressing the Gender Pay Gap, looking at ways to celebrate & further our diversity and becoming a Living Wage employer are all focus areas.

We are looking to become a BCorp by 2025 to further legally protect our accountability to all stakeholders.



London, our home, and the cities we execute our work in worldwide, help drive our energy and inspire our team.

We value and promote the development of greener, safer, cleaner, less polluted cities that support the culture and creativity that we depend upon.

We are striving to deliver projects with more local partners when working worldwide, reducing transport emissions and supporting local economies.



Our commitment to becoming a circular economy business will require a vast transformation in the way we work with our partners and deliver our work.

We are actively working to support and promote more reuse, better recycling and the use of innovative materials across our business, but in particular to further the low carbon production of our designs.



We're committed to becoming Net zero by 2040 and are developing a structured roadmap of KPIs to enable the business to achieve this bold ambition.

Tracking our emissions and understanding where they derive from has been fundamental to setting targeted climate goals.

By educating our team we believe we can together work to bring down our emissions and influence our suppliers and clients to join our journey.



We are conscious of ensuring our work has as little negative impact on the environment as possible.

From understanding raw materials, and educating our team on the impacts of finishes commonly used, to designing for better reuse and repurposing, we are working to find ways to deliver our high quality work in new and innovative ways. We want to ensure maximum longevity for minimal impact.

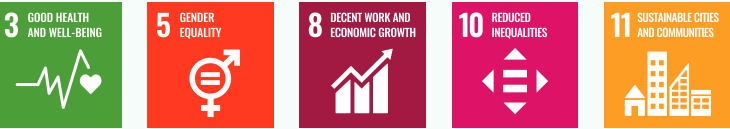
We will prioritise investment in nature based solutions as we begin to balance our carbon footprint.

MCCGLC Sustainable Development: FUTURE FOCUS Framework

Our **Future Focus Framework** was created in 2022 and identifies the commitments that guide our development as a business. These help provide a reference for planning, policies & decision-making throughout our work.

PEOPLE

Healthy Bodies & Minds.
Developing Talent.
Diverse & Inclusive.
Protecting Human Rights.
Anti-Corruption.



PLANET

Reducing Our Impact.
Sustainable Delivery.
Responsible Consumption.
Think Local.

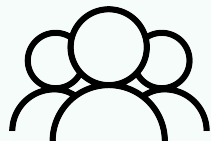
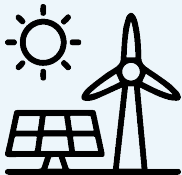
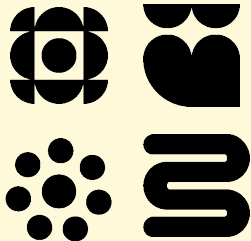
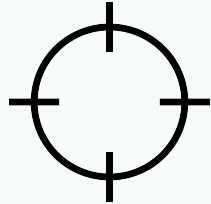
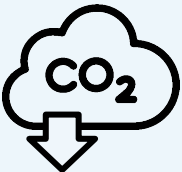
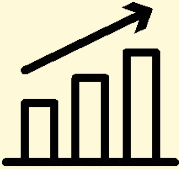


PROFIT

Creativity with Integrity: Iconic Design.
Positive Impact.
Future Focused.
Sustainable Growth.
Customer Centric.



2023 Highlights

PEOPLE		PLANET		PROFIT	
	TEAM GROWTH OF 50%		10% REDUCTION IN BUSINESS DEV. TRAVEL EMISSIONS	£12M	£12 MILLION REVENUE
	LIVING WAGE EMPLOYER		OFFICE USING 100% RENEWABLE ELECTRICITY		COMPANY VALUES RE-DEFINED
	DEVELOPMENT GOALS FOR 100% OF TEAM		SCOPE 1 & 2 EMISSIONS REDUCED by 86% since 2019		POST PANDEMIC RE-ESTABLISHMENT CONTINUES
		590.12 tCO ² e	EMISSIONS (Scope 1,2,3)		

PEOPLE

Healthy Bodies & Minds.
Developing Talent.
Diverse & Inclusive.
Protecting Human Rights.
Anti-Corruption.



FUTURE FOCUS



2023 - People: Goals & Key Objectives

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Protecting Human Rights



Ensuring our team have more than fair and equitable working conditions has always been a given at mccglc. Having addressed improvements for our internal team in 2022, adjusting our business hours and incorporating better flexibility, our attention has turned to what we can do to ensure our extended team who support our office life are receiving a fair deal too.

We set to investigating how we could do this, from reviewing our supplier code of conduct to considering Living Wage certification through The Living Wage Foundation.

Attracting & Developing Talent



The pandemic caused us to place a lot of 'business-as-usual' processes on hold.

For 2023, it was crucial we re-established more of our pre-pandemic core processes centred around bettering and developing our team.

A commitment to re-establishing personal development plans for all was crucial, to allow the team to have a future focus and to support the business by pulling in the same direction.

Rebuilding our team capacity and structure was also essential to ensuring the team could successfully help us continue last year's business re-growth.

Stability



Tenure within our team has always been one of our strongest assets. With seven of our senior team (25% of the workforce) having each now been with us for over 10yrs, and another six of them well beyond their 5yr milestone, we feel like we have always had a good reputation when it comes to retaining staff.

But after the period of disruption the pandemic brought, this year we needed to stabilise and rebuild team morale and recement our values as an organisation, as we began to grow again in size.

2022 felt a little bumpy regards new hires, as we trialled and changed some new working policies, and with staff figuring out their own priorities post-pandemic. We wanted 2023 to be the year to better align the new team.

It is as important to us to be attracting and retaining our new staff, as it is to hold on to our old timers. They are the future of our organisation after all.

2023 - People: Successes & Challenges

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Successes



LIVING WAGE:

This year, we fulfilled our commitment to sign up to the Living Wage Foundation as an accredited employer.

We've always been proud to offer generous and fair remuneration to our team, so we committed to always ensuring the London Living Wage is provided at a minimum, not just to our staff, but our regular office contractors too.



TEAM GROWTH:

We're proud to have attracted an incredible amount of talent to the team in 2023. With a 50% growth in people across the year, we're excited to be rebuilding a strong and diverse team again.

We've also prioritised the hire and nurturing of young talent with several of our team joining us as fresh graduates. We look forward to watching them grow and develop.

WOMEN IN LEADERSHIP:

Women still occupy just 20% of board seats globally, and continue to be excluded from the highest levels of corporate leadership¹. With 40% of our 5 person board being female, we still believe we achieve considerable female representation at the highest levels of decision making.

Overall, women occupied 45% of our leadership roles in 2023 (and 54% of our total workforce). Given we're a small team, small changes in staffing can have big impacts to these numbers and we're still committed to hiring the right person for the job, without gender discrimination. The balance will naturally fluctuate, but we're committed to keeping an eye on this area and will keep championing women at the top.

Challenges



GENDER PAY GAP:

Across the world, women currently earn on average 77% of what men do. We want to ensure we are supporting women into our senior roles as much as men and ensure that our policies don't hinder or disadvantage them in the workplace.

Despite excellent results last year, we've continued our Gender Pay Gap Analysis to keep track of how we're doing. Our median pay gap of 11% in 2022 rose to 24% in 2023 - a big change. With the UK average still at 14.8% we know we have plenty to do. We'll continue to monitor this, and hope to find solutions to generate more balance through internal policy change.

Opportunities



2024 = POWER TO THE PEOPLE

We're conscious that 2023 was still a year of immense focus on rebuilding our financials and delivering for our clients, post-pandemic.

Now the team feels stabilised again, the plan for 2024 is going to bring a shift in that focus. With plans for a new MD to take the reins of the business day to day, there will be a significant focus on rebuilding our processes, listening to our team, and re-cementing more of the mccglc ethos.

With plans afoot already for an in-house HR function, a cultural committee, and a more structured approach to individual development plans, we hope to have a team of even shinier, happier people by the end of 2024.



¹ <https://www2.deloitte.com/uk/en/insights/topics/leadership/women-in-the-boardroom.html>

* 2022 pay gap analysis based on 1st Dec data. 2023 analysis now aligned with Govt reporting, using 1st April data.

PLANET

Reducing Our Impact.
Sustainable Delivery.
Responsible Consumption.
Think Local.



FUTURE
FOCUS



In Dec 2022 we signed off an ambitious environmental policy that outlines our commitment to reaching Net Zero by 2040.

Below are a reminder of our main goals and intentions outlining how we aim to play a part in creating a sustainable future for the planet. In addition to these high level goals, we have agreed KPIs to help us to track our progress in reaching these targets and these will be reviewed 6 monthly with our board.

- >> We publicly support a 1.5 degree future***
- >> We aim to reach Net Zero by 2040 at the latest across our company operations**
- >> We commit to measuring our scope 3 activities and events and make reductions in line with a 1.5 degree pathway**
- >> We commit to becoming a circular economy business, aiming to divert 90% from landfill and incineration in both our operations & our event deliveries.**
- >> We will mitigate our unavoidable emissions and event delivery emissions by offsetting these with an accredited carbon offsetting partner.**

*[\(SME Climate hub: Race to Zero\)](#)

2023 - Environment: Goals & Key Objectives

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Change business travel habits



Having found our business class, business development flights made up a whopping 73% of our core operational emissions* as a business in 2022, we quickly set in place a new policy to reduce this.

Wherever possible, only night-time long-haul flights should now be taken in business class. All short haul European flights should be in Economy.

We knew this key policy should have significant effects on our emissions as a business in 2023. Understanding the scale of impact, should also help us set further goals to better encourage low emissions travel across Europe & the UK.

*We define operational emissions are those that we are in direct control of, and stem from our core office operations/ design work. Flights required to deliver client projects are accounted separately as part of our Project/Event Delivery emissions.

Widen supplier network



After identifying transport emissions to be a massive piece of our client-project emissions in 2022 (75%, when including trucking & crew travel) we planned to spend time this year researching new build partnerships across Europe.

We hope to localise production of our stand designs closer to show venues, with the goal of significantly bringing transport emissions down across our portfolio of client projects.

While new relationships take time to create, team habits take time to change, and preferred suppliers are not born overnight, we wanted to begin this journey, so we can hope to see a significant impact on those emissions by 2025.

Carbon instinct



We wanted to further encourage our team to integrate a sustainability mindset into their daily lives for 2023.

Only with the team onboard, will we achieve our transition to net zero. Beginning to develop their '[Carbon instinct](#)' (Isla) is a key step so they can helping to better activate mindful decision making for our office-life and client project work.

Encouraging recycling behaviours & waste reduction, as well as ensuring the team is comfortable with terminology and the company's and client's environmental goals, are essential to us hitting our milestones.

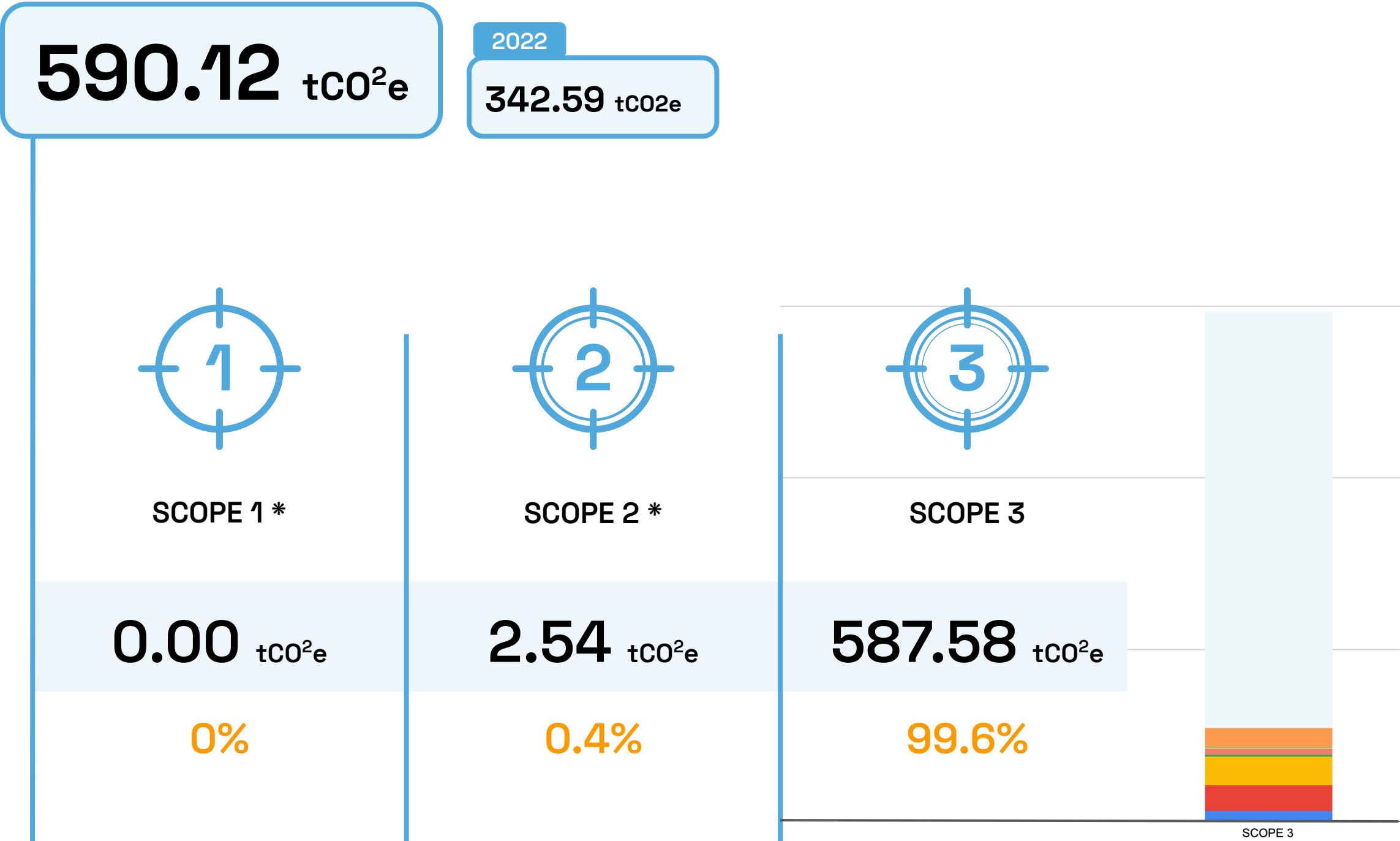
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2023 Impact

Team of 28 staff
1 Central London office location
31 events projects, across 14 cities worldwide
Revenue 12 million GBP

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**We rent our office space within a larger, shared occupancy building. Thus gas is provided from one central boiler to all the organisations and we pay an apportion based on space usage. Electricity usage is metered within our rental space.*



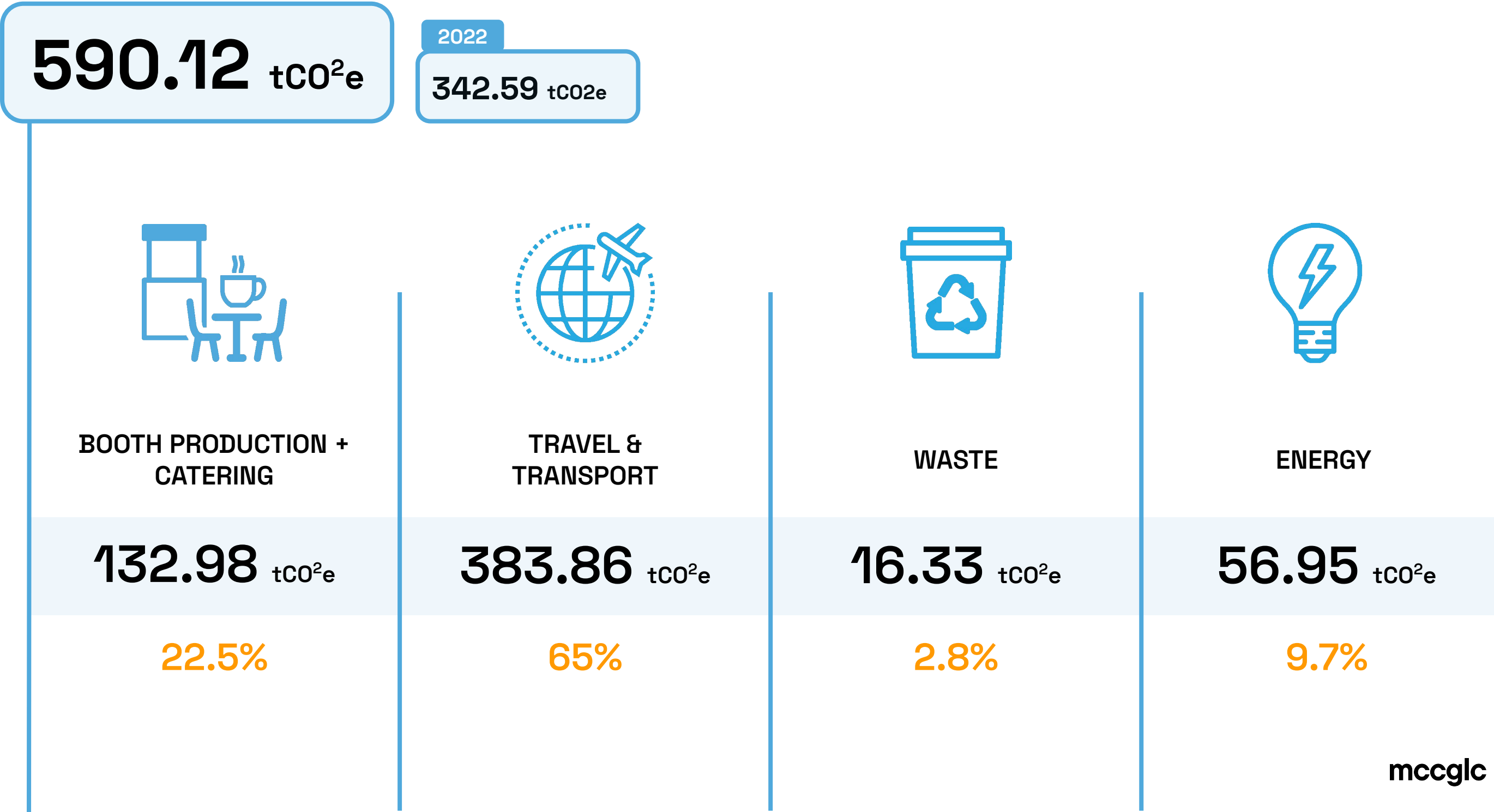
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2023 Impact by category*

Team of 28 staff
1 Central London office location
31 events projects, across 14 cities worldwide
Revenue 12 million GBP

11 12 13 15

**Breakdown of our total business emission into core categories, combining data from MCCGLC Core Office Operations, Business Development & Client project delivery*



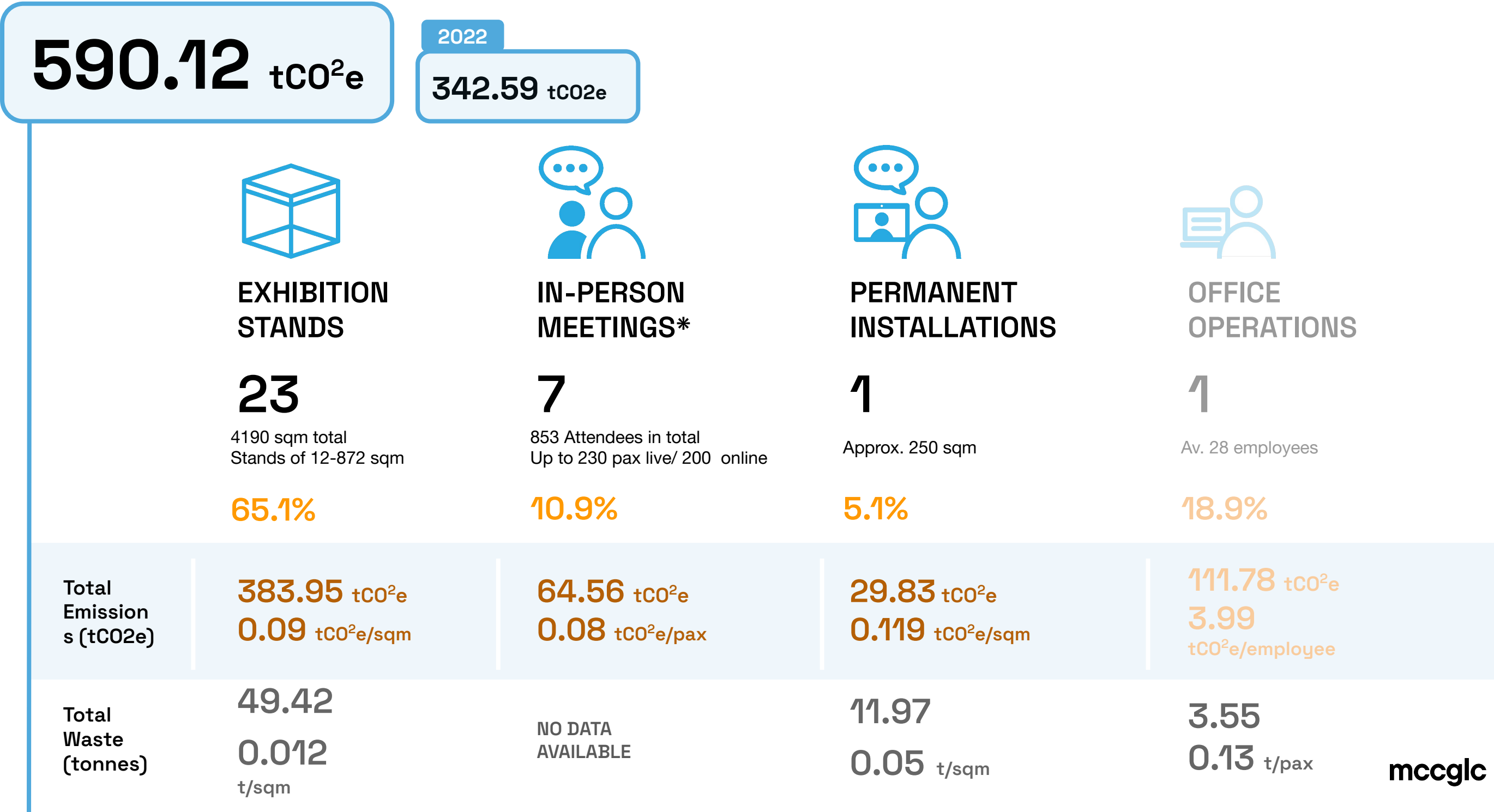
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2023 Impact by activity

31 projects undertaken across the year
4190 sqm of stands produced
853 In-person Meeting attendees in total

11 12 13 15

**In-person meeting examples: Client brand team meetings, Teambuilding, Media events*



ENVIRONMENTAL TARGETS	TARGET YEAR	PROGRESS - ACTUALS					TARGETS		
		2019	2022	2023	% change from 2022	<i>Progress towards target</i> 	<i>2024 target</i>	<i>2030 target</i>	What’s happening here?
Reduce our Scope 1 & 2 CO ² e emissions 10% by 2023 and 50% by 2030	2023/2030	1 - 0 2 - 18.24 18.24 tCO ₂ e*	1 - 0 2 - 10.63 10.63 tCO ₂ e	1 - 0 2 - 2.54 2.54 tCO₂e	76% reduction	<i>Exceeded 2030 target!</i>  2037 target achieved!	<i>2.28 tCO₂e</i>	<i>9.12 tCO₂e</i>	We have made a switch to renewable power at our office and are calculating market based emissions We also saw huge savings from building management in gas use vs. 2022 (315% reduction in usage!)
									<i>*2019 Data correction in reporting</i>
100% Renewable electricity. Green gas supply by 2025	2025	No	Electricity supply expected to change at end of contract in 2023	Renewable electricity supply in place from April 2023	50% of supply changed to renewables (- 100% of electricity supply)	<i>Electricity on track.</i> <i>Gas supply renewal 2024.</i>	<i>Improve gas supplier at June 2024 renewal</i>	<i>Renewable electricity & green gas supply</i>	We’re very happy our landlord agreed to make the switch to a 100% renewable electricity supplier this year. But we’d love to also find a supplier that can demonstrate additionality at our next renewal (i.e. one generating additional capacity for green energy going into the grid). Watch this space.
Reduce our CO ₂ e from event delivery by 5% YOY	Ongoing	No data available	0.140 tCO ₂ e/sqm	0.09 tCO₂e/sqm	36% reduction in emissions/sqm of build	<i>Reduction achieved</i> 	<i>0.085 tCO₂e/sqm</i>	<i>0.07 tCO₂e/sqm</i>	We’re encouraged by the reduction we have made in emissions/ sqm produced this year.
Achieve net zero events by 2040 (absolute emissions)		No scope 3 data collected	233.58 tCO ₂ e5	478.34 tCO ₂ e	104% increase in absolute emissions	<i>No progress</i>	<i>Expecting +30%  revenue</i>		With a doubling in revenue, and 150% increase in sqm of stands produced compared to 2022, it's inevitable that we would see a large increase at this stage in absolute emissions.
Reduce waste from our project delivery 50% by 2025 (all events)	2025	No data available	0.020 tonnes/sqm	0.014 tonnes/sqm	30% reduction in tonnes of waste/ sqm reported	<i>Reduction achieved</i> 	<i>0.011 tonnes/sqm (20% )</i>		We are not confident in the accuracy of waste data (see page 24) so while we are reporting this reduction, we are not confident it accurately reflects the situation.
Develop network of key global production suppliers to reduce transport emissions	2025	2 production suppliers in Europe + 1 in USA	2 production suppliers in Europe + 1 in USA	New European suppliers x 2: UK, Portugal	40% increase in number of production suppliers	<i>On track</i> 	<i>6 European suppliers +1 USA</i>		New suppliers are onboard in the UK & Portugal so far, and we look to develop more relationships across further key European locations.
Reduce business development flights taken by business class	2025	Data not yet refined	200,994 km travelled in business. (87% of our total km travelled for BD)	65,992 km in business class. (28% of total km travelled for BD)	67% reduction in km travelled in business class for BD.	<i>Reduction achieved</i> 	<i>52,793 km (20% reduction)</i>		Our new business travel policy has enabled a huge reduction in our business class flights taken for business development.

2023 Environment: Successes & Challenges

11 12 13 15

Successes



- While the overall mileage travelled for business development changed little from 2022-23, we saw a 67% reduction in distance travelled in Business class. Despite an inevitable counter-increase in Premium economy bookings for long haul, the policy change resulted in an **overall 10% reduction in mccglc travel emissions** linked to business development. Business class flights now make up only 30% of operational business emissions, rather than 73% in 2022.
- A switch to 100% renewable electricity at our offices resulted in 76% reduction in scope 2 emissions. This means we have already met targets we'd planned for 2037!
- Further dedicated recycling streams were set up in the office for packaging (Tetrapak & Crisp packets) to help us toward our goal of zero waste to landfill & incineration by 2025. A lunchbox initiative encourages staff to take reusable boxes to our local cafes for lunch takeaways, avoiding single use serveware.
- All waste streams in the office are now weighed daily, rather than estimated. This should allow a better 2024 indication of progress on our zero waste journey in 2024.
- We have successfully begun onboarding new production suppliers to help localise project fabrication closer to projects we deliver. Initial onboarding of partners in UK and Portugal have already demonstrated significant impact savings on client projects (see pg 23).

Challenges



- Waste reporting at our events still feels somewhat unknown. We know that as we directly contract the build of our designs, we have a huge responsibility to ensure this is done so responsibly; to ensure re-use is enabled, and that waste is managed by our partners correctly. We must together find ways to better track and reduce waste, as well as celebrate repurposing of assets.
- Data collection from new suppliers working on client projects can still be challenging. While we only had a few key omissions in data (see pg 25), we now need a more formal requirement built into supplier T&Cs, ensuring new partners are always ready to support projects with environmental data.
- With a busy team, 2023 still met challenges in prioritising data collection post-event via [TRACE](#). We now plan to cement a formal requirement for data to be received within 30 days of show to help improve accuracy & supplier responsiveness.
- We still see little incentive for client teams on the ground to prioritise sustainability in their briefs & decision making, which make it difficult to bring forward designs prioritising low emissions materials/ options, when time & budget are tight.
- Carbon offsetting our emissions has been postponed due to budget constraints.

Opportunities



- We have an opportunity to better embed our sustainability agenda with our suppliers & help encourage commitments further down their supply chain. For 2024 we are looking at updates to contractual terms to improve our code of conduct & embed sustainability into our partnership criteria.
- If we are to engage clients more, we must do better to educate them on the impact of their decisions/ work with us. Ensuring we deliver a headline emissions & waste report to every client will help demonstrate the need for change in our collective approach. Clients must start to understand and push for change, so they understand how we must adapt processes and planning time.
- Fleshing out a pathway to reach our 2040 net zero commitments will ensure our wider business is onboard and can all pull in the same direction. Pathway planning is to be prioritised in 2024, with intention of validating via the SBTi's in 2025.
- Continued support via our Isla membership, ensures our new starters can easily get up to speed on Sustainability basics via training courses. But further regular engagement with the whole team and integration of sustainability into goals & objectives would help bring low emissions planning to front of mind & help develop a better 'Carbon instinct' (Is/a).

2022 - 2023 Headline Data Comparison

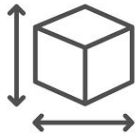
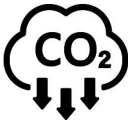
Client work

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12

13

15

	2022	2023		
Company revenue				
	£6 million	£12 million	=	100% increase in revenue
Sqm of exhibition stand produced (our primary client project work)				
	1678 sqm	4190 sqm	=	150% increase in sqm produced
Total CO2e emissions from client project work				
	233.58 tCO2e	478.34 tCO2e	=	105% increase in total project-based emissions
CO2e emissions per sqm, from exhibition stand project work (total project emissions incl design, production, install & PM)				
	0.137 tCO2e/ sqm	0.09 tCO2e/ sqm	=	34% decrease in emissions/sqm produced
Waste generated by client project work				
	33 tonnes	61 tonnes	=	84% increase in total waste produced
Waste per sqm, generated by exhibition stand project work				
	0.020 t/sqm	0.012 t/sqm	=	40% decrease in waste produced per sqm

2023 - Environment Highlights

Localising
production.

Better flying
habits.

11 12 13 15

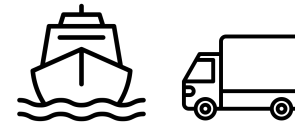
PROJECT DELIVERY

Onboarding more localised production partners has demonstrated how significant savings in CO2e emissions can be made for the future.

Savings in CO2e are estimated based on updated Trucking routes only, vs. using usual Italian-based suppliers. Further savings would be seen in reality on these projects, due to localisation of build crew in addition.

AAIC, Amsterdam - July 2023

Project Build Partner: UK (Essex) based
Trucking/ Logistics: small van & Ro-ro ship



27%

Overall Project
Emissions saving

94%

Reduction in
trucking emissions

COPHy, Lisbon - March 2023

Project build partner: Lisbon based
Trucking/ Logistics: small vans



52%

Overall Project
Emissions saving

95%

Reduction in
trucking emissions

OPERATIONS



Business Development (BD) Travel

2022 - 2023



Increased 0.8%*

But we saw an impressive
67% reduction in our business
class travel* thanks to our new
business travel policy.

RESULT:
Business
development travel
emissions dropped
10%

*Changes in travel habits were measured in km travelled. BD travel does not include any flights taken for client project delivery.

2023 - Environment Challenges

Production Waste - Low Confidence in Data

11 12 13 15

WASTE: THE SITUATION

Production Waste is generated at:

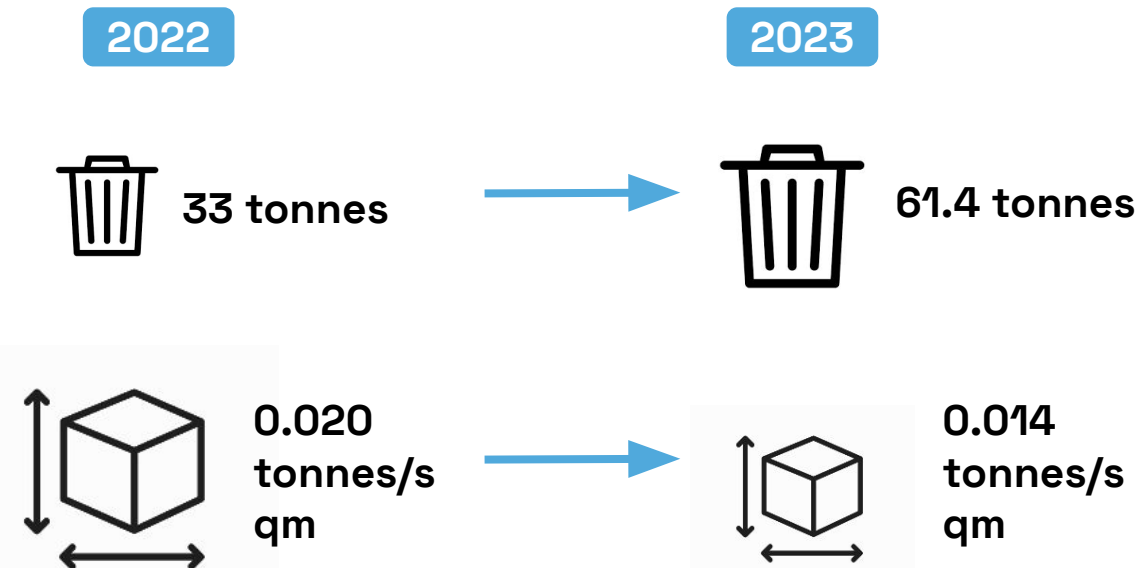
- Production stage by build partners (offsite)
- During build & break (onsite)
- Post-show by build partners (offsite)

Our current focus is understanding & better tracking waste generated onsite during build/ break. This is currently tracked only by size of waste bin pre-ordered for show build & break. **We want to understand this better but present some of the current barriers to doing so here.**

Our future focus will be better understanding waste produced at production stage (offsite).

Waste generate post-show off site is already accounted for in TRACE as end of life handing of all materials used, is a requirement.

REPORTED WASTE (all events)



CHALLENGES IN ONSITE WASTE REPORTING

- Lack of consistency in approaches to tracking & reporting by suppliers
- Limited team capacity onsite to accurately track waste disposal and limited time often provided for build & break. This then becomes a low priority task.

Venues lack consistency in waste handling approaches & transparency:

- Some collect all waste from show floor, no specific collections booked, therefore no record of actual waste collected.
- Varied options for waste collection orders - i.e. general waste only vs. dedicated waste & recycling bins.
- No detail provided on actual weight of waste disposed by stands.
- Limited transparency on waste handling partners from venues

CHALLENGES IN POST-SHOW REPORTING

Suppliers may hold on to materials or assets initially, due to client interest in re-use. But reported 'Reuse' may then become inaccurate at a later date, should clients then change focus & request a new creative direction for future work.

SUCSESSES SO FAR - PRODUCTION STAGES

We already work with our production suppliers to:

- Design wherever possible with panel dimensions in mind, to reduce offcuts & wastage
- Encourage build methods that help reduce waste & promote reuse

Ongoing discussion with build partners has already resulted in*:

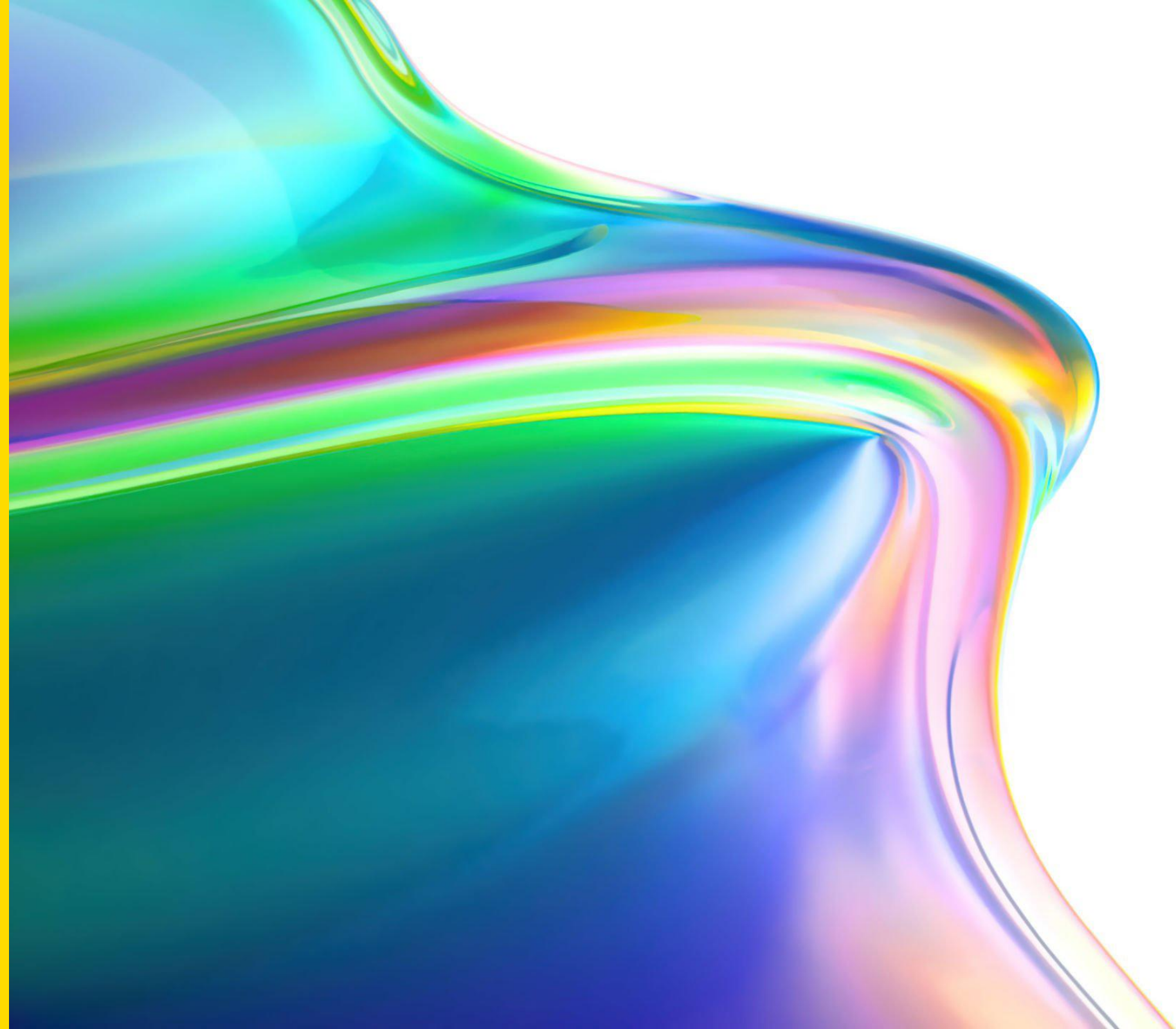
- Drop in tonnes of waste going to landfill & incineration (68% ↓, t/sqm)
- An increase in materials being saved for reuse (26% ↑)
- An increase in recycling rates post-show (15% ↑)
- An increase in average % of materials from reclaimed/ reused assets (8% to 12.5%)

PROFIT

Creativity with Integrity: Iconic Design. Positive Impact.
Future Focused.
Sustainable Growth.
Customer Centric.



FUTURE
FOCUS



2023 - Profit: Business Goals & Key Objectives

8

12

Brand Presence

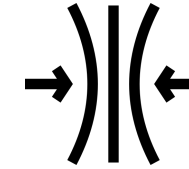


The pandemic created valuable new opportunities for us as a business, but also resulted in a significant re-evaluation of who we are, and where we wanted to be in the market.

With more business re-establishing itself in 2023, and our pipeline refilling, we knew we needed to embrace the opportunity to ensure that both internally and externally we were able to communicate clearly, what we do and why we do it.

We wanted to re-cement our presence in the market, but also provide internal clarity around the direction for the business.

Future resilience



We aimed to grow revenue by at least 50% in 2023, as business continued to bounce back post-pandemic. This was an ambitious target but given it was still far from our 2019 size, an achievable milestone as we re-established our pipeline.

The business needed to rebuild resilience financially to enable stronger future planning, and lay solid groundworks for resourcing as project work picked up.

Perform



Client retention has always been a huge priority for us, having been on the roster of some of our biggest clients for over 15 years now.

But of course, ensuring we are delivering even higher levels of servicing as we push to rebuild the business, is paramount.

Ensuring we are receiving and hearing our clients feedback, as well as acting on it, remains a continuous focus.

2023 - Profit: Business Successes & Challenges

8

12

Successes



RE-BRANDED:

We've rebranded to reflect our evolution, growth and sharpened vision. Our new, distinctive visual and verbal identity showcases our straightforward, creative approach, helping us stand out in a competitive market.

Our redesigned website launches in January 2024, along with a renewed focus on our core values, client attraction and team engagement.

RE-ESTABLISHED:

We were delighted to exceed our ambitious re-establishment goal (£10mil) and hit £12 million revenue this year. This boost to the financial pipeline has allowed us to invest heavily in rebuilding our team in Q3 & Q4, with plans to continue this drive in early 2024.

RETAINED:

We have successfully retained 100% of our clients from 2022 into 2023, which is testament to the brilliant creativity and attention to detail our team strives to deliver every time.

Client satisfaction has been high* and of course, we look to continue this ongoing.

*Feedback collected informally

Challenges



FINANCIALS FOCUS

The heavy focus on rebuilding the financials of the business and with many new faces in the team, meant the business felt unsettled and reactive at times. Onboarding and aligning new starters around our ways of working and processes is always challenging, but as business ramped up rapidly during the year, pressure on the whole team inevitably increased. We look forward to 2024 taking a slower, more balanced approach to growth.

NEW PROCESS PRIORITISATION

Communication is key to any healthy business - internally, but also with clients and suppliers during every stage of projects. At the end of 2022 we planned to introduce a more formalised client feedback questionnaire to help track and benchmark satisfaction, but in reality we became reminded that busy clients often appreciate a more informal, personal approach. The questionnaire was rarely used.

We believe that these opportunities to listen and demonstrate our open and adaptable approach, is a key factor of our success. Our focus for 2024 is on ensuring a feedback call is scheduled for every project - both with clients, but also with our core suppliers supporting us in delivery.

Opportunities



RE-BUILD:

With a strong pipeline already in place for 2024 we look forward to continuing to grow our team and look more strategically at our operations.

With plans for a Managing Director to take the helm in 2024, as well as a re-establishment of our AM function, we hope to provide not only new energy and focus for the team internally, but also a better client handling approach externally, enabling better security in our pipeline of work.

Clarity of product, along with an incredible team now embedded across the business, should ensure continued and steady growth for 2024.

GROWTH

With a new Sales & Marketing Director now in place as of Dec 2023, we have a fresh focus on attracting new clients in 2024. Our target is to grow our new business wins 50% from 2023, while extending our market presence via stronger, consistent content across multiple channels.

STAFF RETENTION

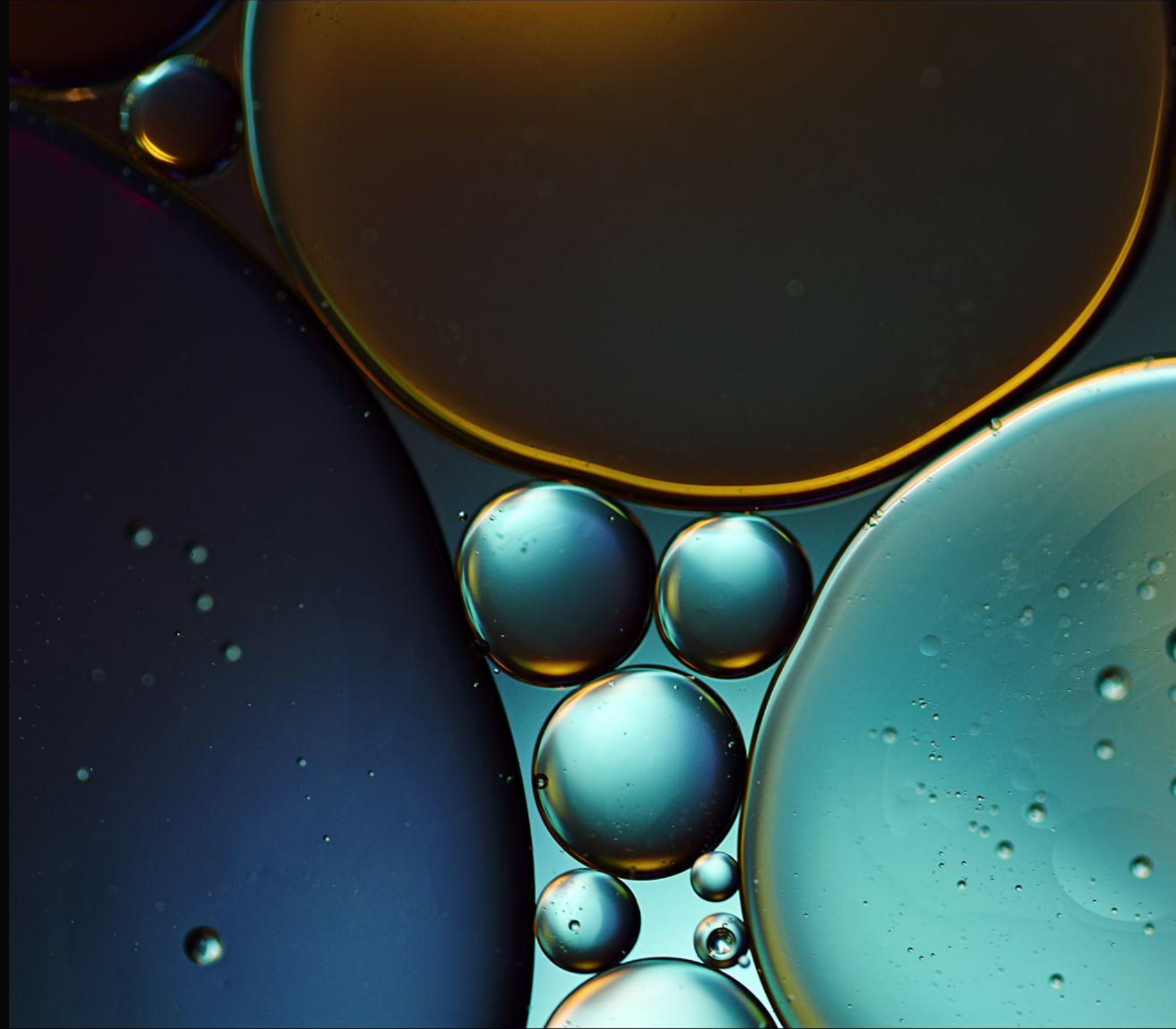
Retention of our team continues to be a key focus for 2024. We're incredibly proud of the talent we've attracted this year. Communication, Respect & Flexibility are top priorities as we move into 2024.

mccglc

Appendix 2023

GHG Emissions data 2019-2023.

Key Emissions reporting notes.



GHG Emissions Data for period 1 Jan 2023 to 31 Dec 2023

	Tonnes of CO ² e					
	2019	2020	2021	2022	2023	NOTES
Scope 1	0.000	0.000	0.000	0.000	0.000	
Scope 2	18.239	5.110	7.600	10.627	2.54	
Scope 3	not measured	not measured	4.849	331.979	587.58	Data in 2019 & 2020 excludes stand production data and supplier travel & logistics - data unavailable from suppliers. - 2020: no f2f events were delivered from March-Dec due to COVID-19 - 2021: no f2f events were delivered due to COVID-19 - 2022: is the first year we have successfully measured the emissions of all of our client work and so this will become our baseline year for Scope 3 emissions.
TOTAL Scope 1 + 2 emissions	18.239	5.110	7.600	10.627	2.54	
TOTAL Gross Emissions (tCO ² e)	-	-	12.45	342.60*	590.12	*Small update made to 2022 reported emissions due to error in food waste calculations.
Carbon positive project investments ('offsets')	0.00	0.00	0.00	0.00	0.00	
Revenue (million £)	18.553000	4.882000	2.445000	6.200000	12.000000	
Intensity measurement 'Tonnes of CO ² e produced per million pounds of revenue'	-	-	5.092	55.258	49.177	
No. of staff employed on 1st April	57	65	47	34	28	
Intensity measurement 'Tonnes of CO ² e produced per employee'	-	-	0.265	10.076	21.075	Based on Number of staff employed on 1st April (headcount)

Company Information: MCCGLC Limited is a private company, incorporated in the UK. Registered address is Arnold House, 21-33 Great Eastern Street, London, EC2A 3EJ, UK. It has operations only in the UK. Contact katy.renwick@mccgcl.com regards reporting queries.

Reporting period: Jan 1st 2023 to Dec 31st 2023. We report annually.

Approach: We have followed the Government guidance on how to measure and report Greenhouse gas emissions as well as the GHG Protocol. Total greenhouse gas emissions are quantified in carbon dioxide equivalents (CO²e), which take into consideration that different greenhouse gases have different global warming factors.

For each emission calculation, relevant emission drivers and UK govt emission factors have been used . As priority, exact activity data has been used, but where lacking, usage is estimated. For flights, the Radiative Forcing Index (RF) of high altitude is included accounting for the indirect (non-CO2 emissions e.g. water vapour, contrails, NOx) climate change effects from the emissions.

Organisational boundary: We have used the financial control approach.

Operational scopes: We have measured our scope 1, 2 and our significant scope 3 emissions. For calculation of the company’s emissions from electricity (scope 2), the market based principle is used. Had we used location based methodology, our Scope 2 emissions would have been 10.53 tCO2e in 2023, reduced from a baseline of 17.82 tCO2e in 2019. Electricity Transmission and Distribution emissions are included in Scope 3 emissions.

Base year: Scope 1 & 2 emissions have been measured since 2019 but Scope 3 emissions began in 2022. These will remain our respective baselines therefore (2019: Scope 1 & 2, 2022: Scope 3)

Targets: Our key emissions reduction targets are explained within this report on page 20. Our Head of Sustainability is responsible for driving behaviour change in the business, but overall responsibility for achieving our targets sits with the CEO.

Intensity Measurement: We have chosen ‘Tonnes of CO²e per million pound revenue’ and ‘Tonnes of CO²e per employee’ as our key metrics. We are happy to report a drop in our intensity metric linked to revenue. While our intensity measure linked to staffing has risen, this was expected as staff numbers are now more realistic of our existing productivity levels, where in 2021/22 they were still bolstered by the COVID-19 furlough scheme in addition to our workload (& therefore emissions) being severely reduced by the same (the pandemic).

External Assurance: We have not received external assurance of our data but this has been collected to the best of our knowledge and emissions calculated using GHG Protocol guidance.

Carbon Offsetting: postponed to 2024



2023 - Environment

Key Emissions Reporting Notes

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Data omissions, estimations and calculation methods:

- Low confidence (around 60-70%) in data regards waste (see pg 24).
- Reuse often marked by suppliers where assets are being kept, but clients may have not yet confirmed if they will reuse them the following year. Even when kept with best intentions, client plans/ teams/ objectives can change year on year resulting in a potential for items to be wasted at a later date.
- MDF had been marked by some suppliers in 2022 as 'from 50% recycled content' due to knowledge that these type of materials are made from wood scraps often discarded during other wood processing. Suppliers have been corrected in March 2023 and requested to in future selected this as a 'virgin' product, given the materials are not from post-consumer recycled materials and usually are still from virgin timber. We see a drop in the average % of production items made from recycled materials vs 2022 therefore, but we do see an increase of 4.5% in average % reused assets/ materials.
- Client events with key data omissions:
 - Undisclosed event, London - missing data production data from UK supplier, and energy usage data on lighting equipment shipped from USA.
 - Undisclosed event, Barcelona - missing energy usage estimate from UK AV supplier
 - Undisclosed event, Barcelona - missing production data from demo model, and catering team data from local in-house supplier
 - Undisclosed event, Barcelona - missing catering team data from German supplier
- We do not measure audience travel/ activities/ attendance on site for exhibition events as we are purely responsible for the design & delivery of the stand for brands. We play no part in overall exhibition organisation or guest attendance. We always account all travel emissions related to staff linked to the build & running of our physical stands.
- We do not yet measure emissions from our Capital goods, nor our day to day Purchased goods and services required for our office operations (i.e. food, drink, stationary & IT) as part of our Scope 3 emissions. We do not believe either of these to be significant contributors but hope to expand our reporting in 2024.
- Homeworking emissions are calculated using Green Element's 2021 methodology detailed [here](#). Where staff data was unavailable it has been either assumed to have not changed since 2022, or if unavailable, we have used the UK Govt WFH carbon factors.
- Business travel emissions are calculated using the distance-based method and include flights & hotel nights taken. Ground transfers are currently included in our emissions data for client projects, but not from business development (BD) travel. We do not yet measure emissions linked to 'Travel & Subsistence' spend made by our team when travelling for BD (i.e. ad hoc taxis onsite, F&B)

Improvements in data reporting:

- 2023 emissions data now includes:
 - Emissions data from Addison Lee taxi account (missing in 2022)
 - Emissions estimates based on usage data from SPACEIN video calling platform
 - Emissions estimate based on recycling of crisp packets
 - Fugitive emissions from aircon top ups (*0 in 2023*)
 - Emissions estimate based on Google Suite usage and Egnyte (cloud server) storage. We struggled to find a good data source for emissions per terabyte of data stored and so calculated these based on [this information](#). We used Climatiq to then understand average differences in US vs European data centre carbon factors, due to differences in electricity emissions. This led to a reduction in our calculated data storage emissions by a further 50%, to account for the difference in where our data was stored (Europe, not USA).

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