

Sustainability Annual Report 2024

Published March 2026

mccglc



Our Commitment: Consideration For All

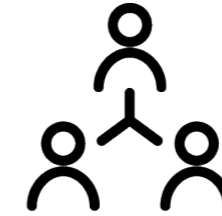
We are committed to business practices that benefit all stakeholders while minimising harm.

Sustainability is integral to how we operate. We strive to create value through responsible business practices. We embrace diversity, and our core values of honesty, fairness and accountability underpin our commitment to ethical conduct and legal compliance. Our board actively considers the impact of our decisions on all stakeholders.



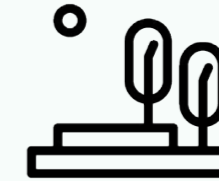
Employees

Value, reward, and respect diverse talent, fostering balance.



Shareholders

Ensure our business is built on a triple bottom line foundation.



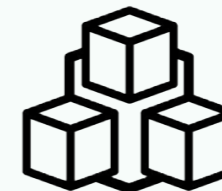
Environment

Embrace circularity, live consciously, and pursue a low-carbon future.



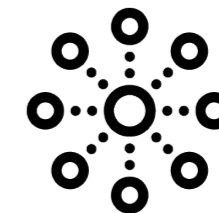
Clients

Prioritising clients who contribute to social good and environmental sustainability.



Suppliers

Honesty and accountability, fostering sustainable practices through local relationships.



Communities

Champion our vibrant creative community and support emerging talent.

Foreword from our CEO

This year, we really stepped up our sustainability efforts. Thanks to two years of careful data tracking and our Future Focus Framework, we're seeing our dedication turn into real results. We're successfully growing our business while making a positive impact on the planet.

A great example of this is the significant 10% drop in the carbon footprint of our exhibition booths. We reduced the tCO2 produced per square meter from 0.09 in 2023 to an impressive 0.081 in 2024. This big win comes from working closely with our clients and making smart changes to how we operate.

Achieving our net-zero goals by 2040 won't be easy or quick; it takes ongoing effort and clever ideas, especially when budgets are tight. But our consistent growth means we can invest more in strong environmental plans and explore new ways to make a difference. Our involvement with the UN Global Compact also keeps important conversations about sustainable development front and center with our teams, partners, and clients.

This journey is a team effort. A huge thank you to our amazing clients, partners, suppliers, and our dedicated MCCGLC teams. Your continued support in embracing sustainable practices is key to finding the right balance for our future. We're committed to being open about our progress and are more determined than ever to lead by example, encouraging all businesses to adopt responsible policies for a sustainable future.

Matteo Console Camprini

Founder + CEO

mccglc



2024 Highlights

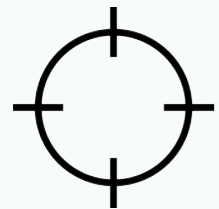
PEOPLE



PROJECT
MANAGEMENT TEAM
GROWTH OF 10%

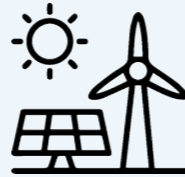


MD & HR ADVISOR
IN PLACE

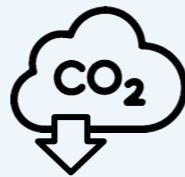


MEASURABLE GOALS
SET FOR TEAMS AND
INDIVIDUALS

PLANET



SCOPE 1 & 2 EMISSIONS
FROM OFFICE OPERATIONS
ELIMINATED BY USING 100%
RENEWABLE ENERGY



-10% EMISSIONS PER m2
OF EXHIBITION

-3% EMISSION PER
EMPLOYEE

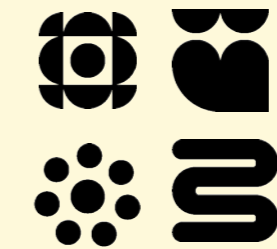
632.72
tCO²e

EMISSIONS (ALL SCOPE 3)

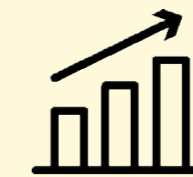
PROFIT

£12M

£12 MILLION
REVENUE

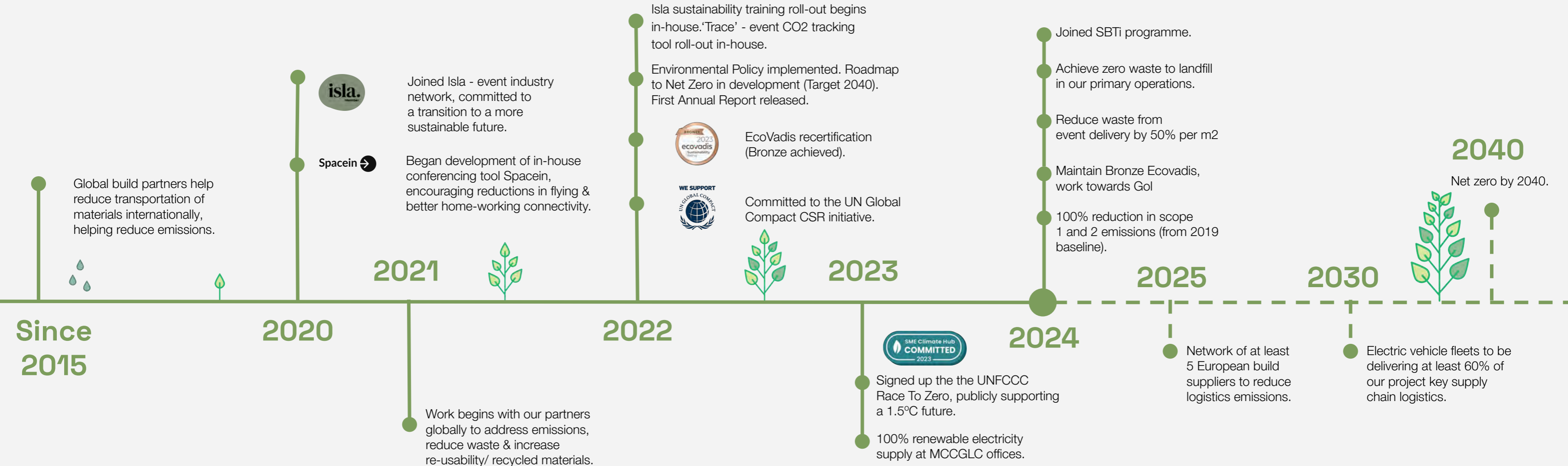


PROJECT
MANAGEMENT TEAM
INVESTMENT TO BOOST
ACCOUNT GROWTH



*SOCIAL VALUE & PROFIT
TRACKED VIA
WELLBEING SURVEY*

Our sustainability journey & goals



Memberships, Certifications, & Commitments



Our project management team holds the responsibility for using TRACE to measure and minimise carbon in real-time at live, hybrid and digital events.

Isla's event industry carbon tracking tool TRACE guides our strategy, assesses our impact, and ensures we drive acceleration towards a sustainable future. We're proud to play a role in this action-driven network of events professionals and industry leaders.



We have this year maintained our Bronze rating from EcoVadis (*based on 2023 data*). Our overall **score improved by 2 points**. We are 8 points (65/100) above the average score in our industry (57/100).

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



The UN principles of human rights, labour, environment and anti-corruption are built into our Future Focus Sustainable Development Framework.

We've been working to integrate the Global Compact CSR Initiative principles into our business strategy, operations and culture since 2022. The UN Global Compact is a voluntary initiative relying on CEO commitments to implement universal sustainability principles.



We maintain our commitment to the United Nations Race to Zero international campaign. Our own net zero target is set at 2040, and we support the coalition's aim of halving emissions by 2030 and achieving net-zero emissions by no later than 2050.

The SMW Climate Hub is a non-profit global initiative aiming to build resilient businesses for the future.

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.

FUTURE FOCUS

Our **Future Focus Framework**, established in 2022, charts a clear path for our continued growth. This framework provides the guiding principles for our strategic planning, policy development, and day-to-day decision-making.

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.



FUTURE
FOCUS

PEOPLE

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



2024 People: Goals & Key Objectives

3

5

8

10

11

Employee wellbeing



We recognise the link between employee wellbeing and overall sustainability, and aim to create a supportive ecosystem that extends to our suppliers and operators.

Team growth



Building capacity and structure within our teams is paramount to supporting our continued business growth and ensuring sustainable practices are integrated into every project.

Measurable goals



We remain dedicated to fostering a greater sense of ownership within our teams, and aim to empower individuals and teams to understand their constitution towards our overall goals.

2024 People: Successes & Challenges

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8

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11

Successes



MANAGING DIRECTOR

The promotion of our CCO to MD has strengthened our commitment to growth and long-term sustainability, giving clients and internal teams confidence in our future. The MD has introduced monthly company updates and an annual off-site review day, alongside promoting internal “champions” every month based on delivery of our core values.

HR ADVISOR

We believe a thriving team is essential to our success, and our new HR advisor reinforces our dedication to providing a positive and healthy work environment.

TEAM GROWTH:

We’ve focused on team growth investment and development for many years, and in 2024 we prioritised the project management team. This team are the central link between clients and delivery, and they play a vital role in ensuring projects are executed efficiently with sustainability and resource costs at the forefront.

MEASURABLE GOALS

The introduction of personal and team-driven Objectives and Key Results (OKRs) has been a key driver for individuals and teams to contribute directly to our overall goals, giving a personal sense of involvement and achievement.

HEALTHY LIFESTYLE

Our clear contracts with pay exceeding the Living Wage, generous time in lieu and holiday allowances, and a safe, inclusive workplace culture free from harassment and discrimination. We promote a healthy lifestyle through flexible working hours, generous benefits, and amenities like a staffed kitchen and free breakfasts. We aim to create a supportive ecosystem that extends to our suppliers and operators as well.

2024 People: Challenges & Opportunities

3 5 8 10 11

Challenges



TRAINING & DEVELOPMENT

We recognise training and development is not a one-size-fits-all exercise. Needs are individual and constantly evolve. Tracking the effectiveness of training programmes is our challenge for the coming year. We recognise that understanding nuance and seeing tangible results will take time. We're committed to investing in training and development, and establishing metrics to record sustainable progress.

LAST YEAR GENDER PAY GAP

Globally, the gender pay gap for 2024 is at 68.5%¹ and only closed by 1 percentage point from 2023. By comparison our 2024 gender pay gap stands at 12.9%, which is a shift from 24% in 2023.

While we're proud that we're now tracking below the UK average for all employees of 13.1%², there is still work to do. We continue to closely monitor pay disparity, and continue to identify opportunities to ensure that our policies create genuine equity for all employees regardless of gender.

Opportunities



KEY PERSONNEL RETURNING

We're excited for the return of three important team members from maternity leave. Their depth of experience and knowledge of our clients puts us in a better position to build our relationships even further. Their combination of drive, expertise and knowledge of our business will boost productivity and stabilise newly formed teams.

POWER TO THE PEOPLE

We've taken a lot of learnings from 2023 which impacted how we approached 2024. Having spent the last year putting the building blocks in place, we feel in a strong position to empower new employees, starting from the very top of the organisation.

This leadership structure and the strategic vision – including a new, more effective creative studio workflows – will give everyone a renewed focus for 2025.

1. Global Gender Gap Report, World Economic Forum, 2024
2. Gender Pay Gap in the UK, Office for National Statistics, 2024

FUTURE
FOCUS

PLANET

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



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](#)

2024 - Environment: Goals & Key Objectives

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Change business travel habits



Regrettably our business class flights have increased in 2024 to 62% of all air travel. In part, this is due to the nature and size of our business, as clients determine event locations, and our agile team structure means long-haul travel needs to align with the best interest of workforce health and welfare.

We consider economy as the starting point unless conditions dictate a pressing welfare need, and are continuing to explore options to reduce these emissions.

Where possible, short haul flights are being replaced with trains. And we're operating a lean on-site model for events that are outside continental Europe.

**We define operational emissions as 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



Our work in this area continues. The fine balance between identifying new potential partners across continents and developing a trusting relationship takes time.

That said, conversations are ongoing to establish opportunities to reduce our client-project emissions.

We remain committed to see a significant impact on this category of emissions by the end of 2025.

Carbon instinct



We're pleased to report that we've moved the needle in developing a company-wide carbon instinct.

We see this on different levels, but we also hear it in the conversations colleagues have around working and living in a sustainable way.

All employees are encouraged to report on their environmental impact once a year. For 2024 participation was at 84%.

In addition, our office attendants proactively monitor and enforce behaviours such as food disposal and recycling.

mccglc 2024 Impact by scope 1-3

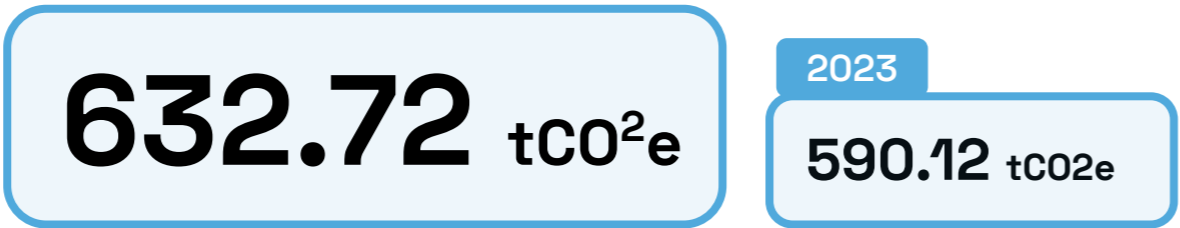
Team of 31 staff

1 Central London office location

41 events projects, across 18 cities worldwide

Revenue 12 million GBP

11 12 13 15



SCOPE 1 *

0.00 tCO₂e

0%



SCOPE 2 *

0.00 tCO₂e

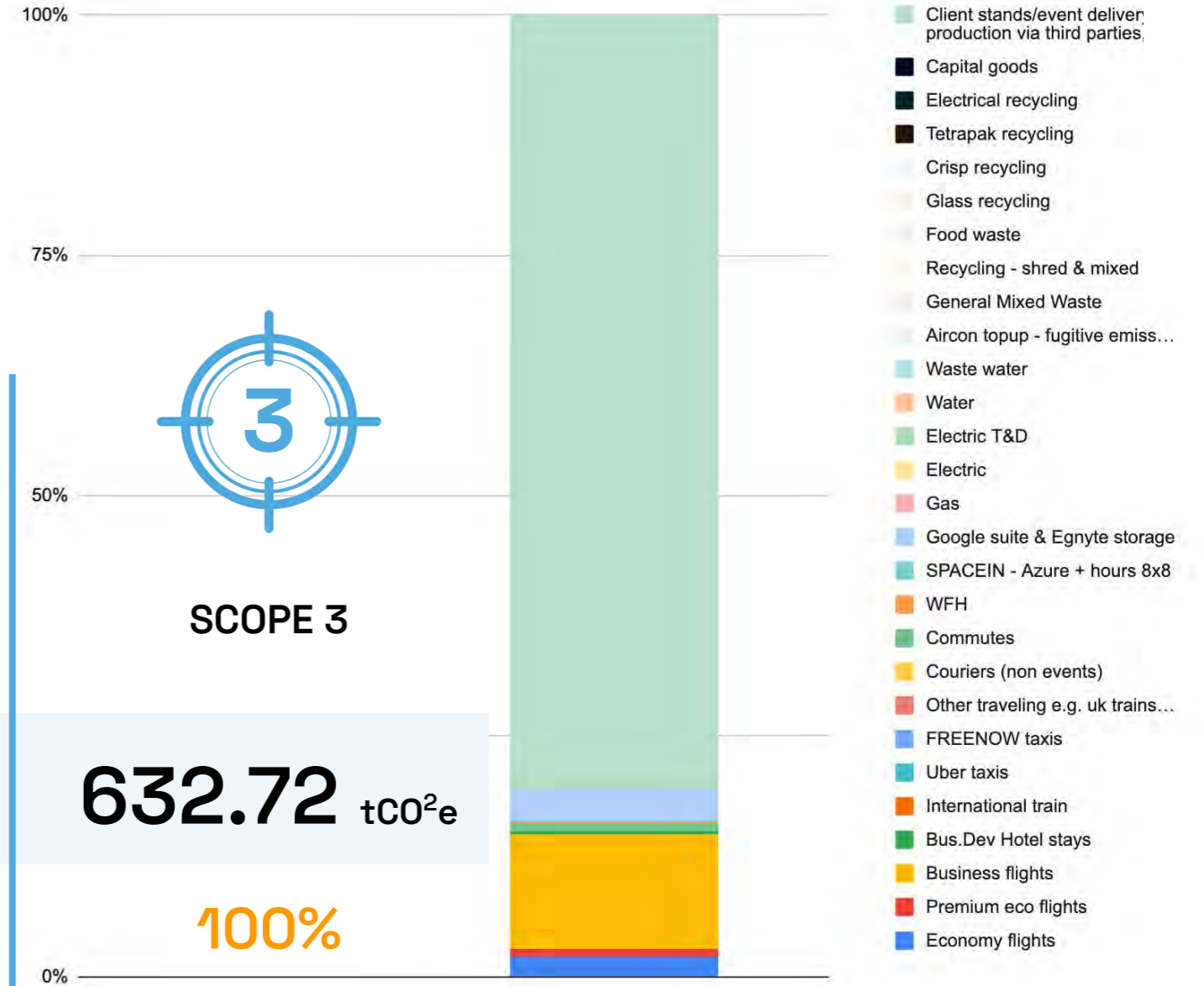
0%



SCOPE 3

632.72 tCO₂e

100%



*We rent our office space within a larger, shared occupancy building. Electricity usage is metered within our rental space. We no longer use gas due to the "switch off" of the communal radiators in our office bathrooms, which were the only contributor to our gas usage previously.

mccglc 2024 Impact by category*

Team of 31 staff

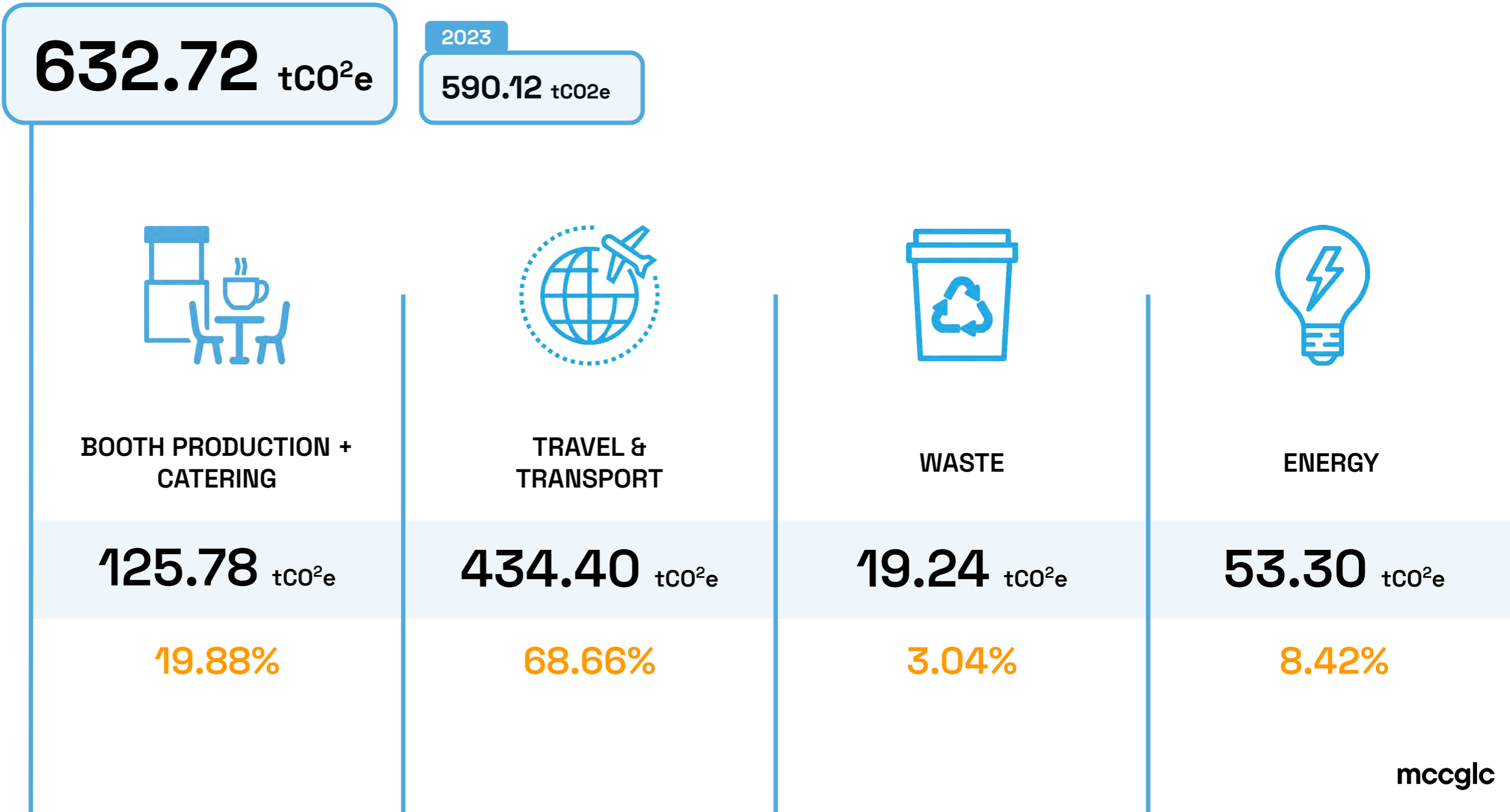
1 Central London office location

41 events projects, across 18 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

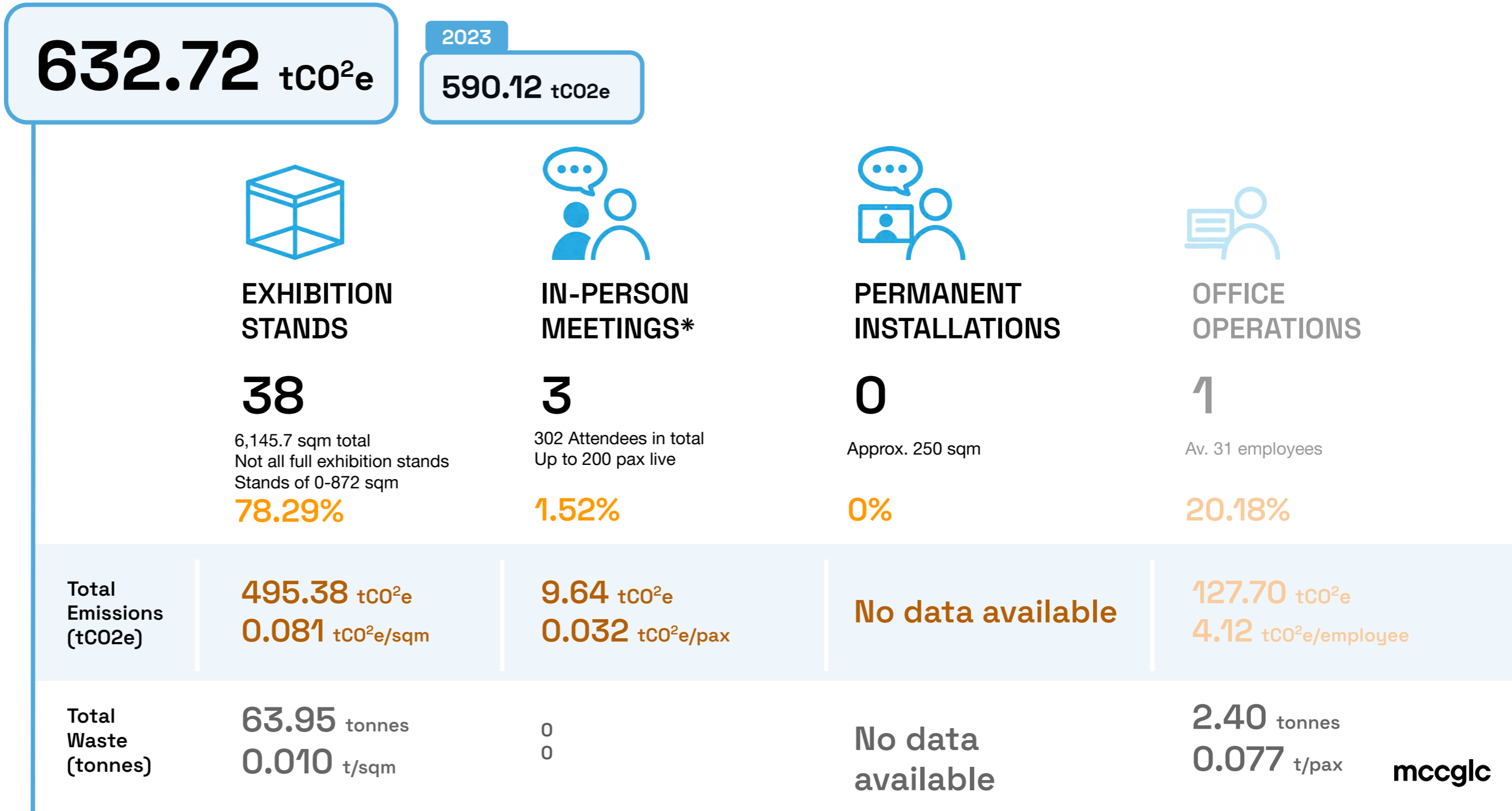


mccgic 2024 Impact by activity

41 projects undertaken across the year
6145.7 sqm of stands produced
302 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		
		2022	2023	2024	% change from 2023	Progress towards target	2025 target	2030 target	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 - 10.63 10.63 tCO ₂ e	1 - 0 2 - 2.54 2.54 tCO ₂ e	1 - 0 2 - 0 0.00 tCO ₂ e	100% reduction, scope 1 and 2 eliminated	Exceeded 2030 target! 2040 target achieved!	0.00 tCO ₂ e	0.00 tCO ₂ e	We have made a switch to renewable power at our office and are calculating market based emissions. Gas use has been replaced by electrical water heating, therefore eliminating our scope 1 and 2 emissions.
100% Renewable electricity. Green gas supply by 2025	2025	Electricity supply expected to change at end of contract in 2023	Renewable electricity supply in place from April 2023	100% Renewable electricity supply in place and no use of gas	Final 50% of supply changed to renewables, so office heating and energy uses no fossil fuels.	Exceeded 2030 target! 2040 target achieved!	0.00 tCO ₂ e	Renewable electricity & green gas supply	We're very happy our landlord continued with the 100% renewable electricity supplier, with all heating and cooling being powered by this renewable supply.
Reduce our CO ₂ e from event delivery per square meter by 5% YOY	Ongoing	0.140 tCO ₂ e/sqm	0.09 tCO ₂ e/sqm	0.08 tCO ₂ e/sqm	10.4% reduction in emissions/sqm of build	Reduction achieved	0.077 tCO ₂ e/sqm	0.059 tCO ₂ e/sqm	We're encouraged by the continued reduction we have made in emissions/ sqm produced this year.
Achieve net zero events by 2040 (absolute emissions)	2040	233.58 tCO ₂ e5	478.34 tCO ₂ e	505.02 tCO ₂ e	5.6% increase in absolute emissions	No progress	198.54 tCO ₂ e	140.15 tCO ₂ e	With a 47% increase in sqm of stands produced compared to 2023, it's encouraging that we only saw an increase in absolute emissions of 5.6%. We hope to reverse this trend moving forward.
Reduce waste from our project delivery 50% by 2025 (all events)	2025	0.020 tonnes/sqm	0.014 tonnes/sqm	0.010 tonnes/sqm	25.7% reduction in tonnes of waste/ sqm reported	2025 target achieved!	0.01 tonnes/sqm	n/a	The volume of waste per m2 of event deliveries has decreased. This includes landfill, incineration and recycled waste.
Develop network of key global production suppliers to reduce transport emissions	2025	2 production suppliers in Europe + 1 in USA	New European suppliers x 2: UK, Portugal	No new suppliers	No change	On track	6 European suppliers +1 USA		This process continues and we will be onboarding new suppliers for 2025.
Reduce business development flights taken by business class	2025	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)	149,768 km in business class. (62% of total km travelled for BD)	127% increase in km travelled in business class for BD.	No progress	141,556 km (59% of total)	100,497 km (44% of total)	Pitching for business requiring long haul travel and/or quick return flights meant our business class needs increased this year.

2023 - 2024 Headline Data Comparison

Client work

2023

2024

Company revenue



£12 million

£12 million

=

Stable revenue

Sqm of exhibition stand produced (our primary client project work)



4190 sqm

6145.7 sqm

=

47% increase in sqm produced

Total CO2e emissions from client project work



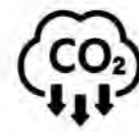
482.20 tCO2e

505.02 tCO2e

=

5% increase in total project-based emissions

CO2e emissions per sqm, from exhibition stand project work (total project emissions incl design, production, install & PM)



0.09 tCO2e/ sqm

0.081 tCO2e/ sqm

=

10% decrease in emissions/sqm produced

Waste generated by client project work



61 tonnes

63.95 tonnes

=

5% increase in total waste produced

Waste per sqm, generated by exhibition stand project work



0.012 t/sqm

0.010 t/sqm

=

13% decrease in waste produced per sqm

11 12 13 15

2024 - Environment Highlights

Circular economy design



WASTE: WHAT IS IT?

Production Waste is generated at:

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

Waste is disposed of through a mix of:

- General waste - zero waste to landfill in our office operations, whilst events venues use a mix of landfill and incineration
- Recycling
- Compost
- Reuse

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

IS WASTE INCREASING OR DECREASING?

Whilst overall waste has increased by 5%, there has been a 47% increase in sqm of stands built, and a 32% increase in the number of events and projects, therefore the waste per sqm figure has decreased.

We now produce **HALF** the waste per sqm of exhibition stand and event than we did in 2022.

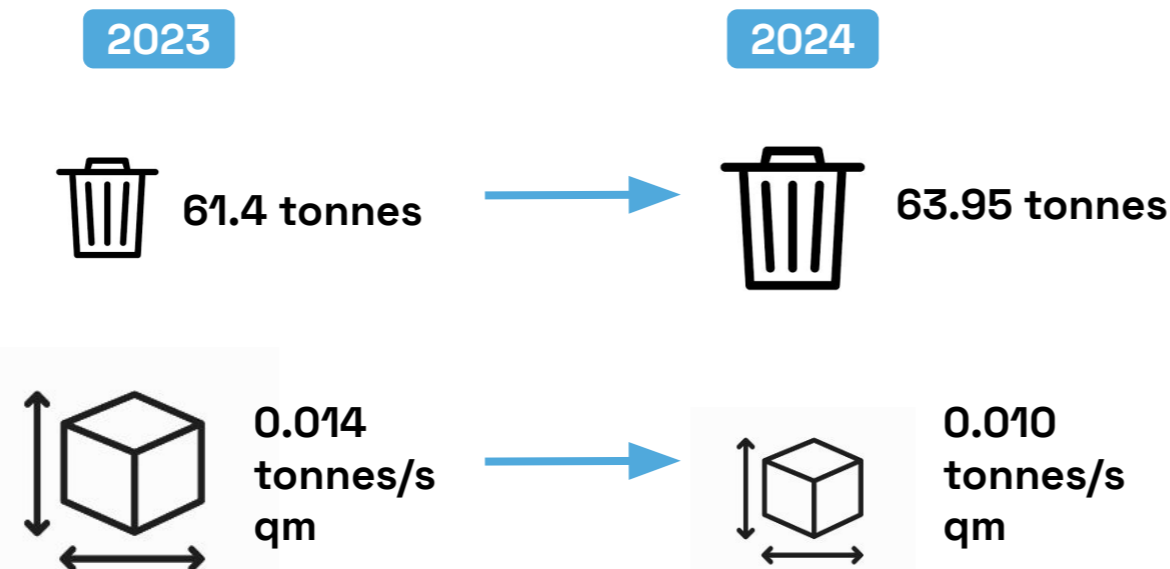
This was achieved through negotiating runs of shows with clients where assets could be built to be reused time and time again, rather than a “build and burn” approach.

SUCCESSSES IN WASTE

Waste from events is being handled better:

- An increase in materials being saved for reuse (273% ↑)
- An increase in recycling rates post-show (12% ↑)

REPORTED WASTE (all events)



SUCCESSSES IN REUSE

As well as thinking about the end of life, we look to reduce our use of raw materials through opting for reused, reclaimed or recycled materials rather than virgin options for our events:

- An increase in average % of materials from reclaimed/reused assets, now 67%
- 31% of built items or print being made from recycled materials

2024 - Decoupling growth and emissions.

11 12 13 15

PROJECT DELIVERY

We are presented with a significant challenge of reducing emissions in a growing and expanding business, and whilst we recognise the need to reduce absolute overall emissions, we must also account for the expanding nature of our project deliveries, and therefore the challenge this presents.

In 2024 we delivered 10 (32%) more projects (vs 2023) and we saw an increase of 47% in total sqm of stands we produced. Our overall emissions from project work therefore increased, but only by 5%.

Encouragingly, we managed to bring emissions per sqm built, down by 10%. We will continue to track this intensity metric and hope that by decreasing our emissions per sqm we will be able to reverse the trend of increasing overall emissions in the future.

A key goal for us ongoing, is to expand our network of build suppliers in order to localise production of our design work closer to shows. This will help bring emissions from not only Transport & Trucking but also Crew travel - areas which collectively made up 66% of total project emissions in 2024.

While we are researching, onboarding & exploring new relationships we made an exciting step towards lower carbon travel routes with existing key suppliers.

OPERATIONS



Due to increased business demands, the biggest contributor to our increased emissions in 2024 were flights, in particular Business Class seats. These were utilised to support staff flying long distances where time was short, and recovery time post flight unavailable. We will continue to explore this further to seek alternative approaches where feasible.

Other increases to our operational emissions were areas not previously captured, and so represent an improvement in data capture.

These include:

- Couriers, shipping and freight for business development and office uses (non-project)
- Ground-based transfers between transport hubs and hotels

As we capture more data and improve emissions measurement we aim for transparency and accountability, even if that shows an increase in measured emissions that year.

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

2024 Environment: Successes & Challenges

11 12 13 15

Successes



- We've switched to 100% renewable electricity at our offices in 2023, coupled with the new 'switch off' of gas heating in our shared toilets, means that we are now 100% powered by renewable energy within our business operations. This has resulted in eliminating our scope 1 and 2 emissions – meaning we've already met some of 2024's targets.
- Staff commuting emissions have reduced by 23% through more sustainable transport and our work from home policy against a backdrop of a 10% headcount increase.
- Emissions from our team working from home have decreased by 38% as staff switch to renewable energy at home.
- Waste emissions from our office operations decreased by 73% through increased recycling and partnering with contractors who enforce a Zero Waste to Landfill policy.
- Emissions from our projects have decreased per square meter by 10%, with a 5% reduction in waste per square meter too. This is a result of working with clients to reuse built items across a run of shows, rather than rebuild, and use more local staff and suppliers wherever possible.

Challenges



- We continue to plan travel activity in the most efficient way possible to accommodate our varied event calendar and staff welfare.
- We're still investigating the best way to understand waste reporting at events. As direct contractors, it's our responsibility to measure and reduce one time use and repurpose assets where possible.
- Data collection from new suppliers can be challenging. While we only had a few omissions in data, we now need a more formal requirements that support environmental data gathering.
- Timely data collection post-event via [TRACE](#) remains difficult. We plan to cement a formal requirement for data to be received within 30 days of an event 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 that prioritise low emissions options, when time & budget are tight.

Opportunities



- Better embedding our sustainability agenda with our suppliers will help encourage commitments further down their supply chain. For 2025 we are looking at updates to contractual terms to improve partnership criteria.
- Ensuring we deliver a headline emissions and waste report to every client will help demonstrate the need for change in our collective approach. Clients must start to push for change, and it's part of our duty to encourage them.
- Our pathway to reach our 2040 net zero commitments is ongoing. We will ensure our wider business is onboard and pulling in the same direction.
- Our Isla membership means our new starters can easily get up to speed on Sustainability basics via training courses. We will continue to embed sustainability through this method. But further regular engagement with the whole team and integration of sustainability into goals and objectives would help bring low emissions planning to front of mind throughout the business and help develop a better 'Carbon instinct'.

FUTURE
FOCUS

PROFIT

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



2024 - Profit: Business Goals & Key Objectives

8

12

Global Presence

Strengthening our global presence is vital - the places we operate in, the partners we collaborate with, and the sectors we move across. Our focus has remained in Europe, but with increasing activations in the USA.

Future resilience

After restructuring the business around two core strengths of Spatial Design and Content Creation, we remained focused on stabilising the teams and building energy and resilience for accelerated growth pattern.

Perform

Client retention remains a priority as we build for the future. Encouraging our senior Directors to take a stronger, bolder more public presence is a core part of maintaining client relationships - and attracting new ones.

2024 - Profit: Business Successes & Challenges

8

12

Successes



NEW MANAGING DIRECTOR

We have promoted Arran Cruickshanks to the role of Managing Director. His role will be to stabilise newly formed teams, bring business growth, and oversee policy and culture changes that align with our values.

NEW BUSINESS

We've built on the success of 2023 and onboarded two new global clients. On top of this, we're growing our existing book of business with our current portfolio of happy customers, which is bringing us more exposure to new markets.

Challenges



OFFICE TENANCY

While our offices are reflective of the creative nature of our business (in both location and style), it is currently too large for our needs. That said, they have been an excellent partner in helping us close in on our environmental ambitions.

CLIENT BUDGET REDUCTIONS

While we are winning new business and expanding into other events with current clients; per event clients are often spending less. The net effect is a reduction in revenue in some cases. We will focus on business that best suits our business model and be unafraid to make difficult decisions to suit our needs.

Opportunities



CONSOLIDATE TEAM PROCESSES

With a host of new recruits and people returning from long-term leave, we have the opportunity to develop new, more efficient workflows throughout the organisation. This brings opportunities for more cost saving and better productivity.

SALES AND MARKETING

Our Sales & Marketing Director has now been in place for 12 months. They have refreshed our focus on winning new business. This will continue into 2025 as we concentrate on how to penetrate in adjacent markets.

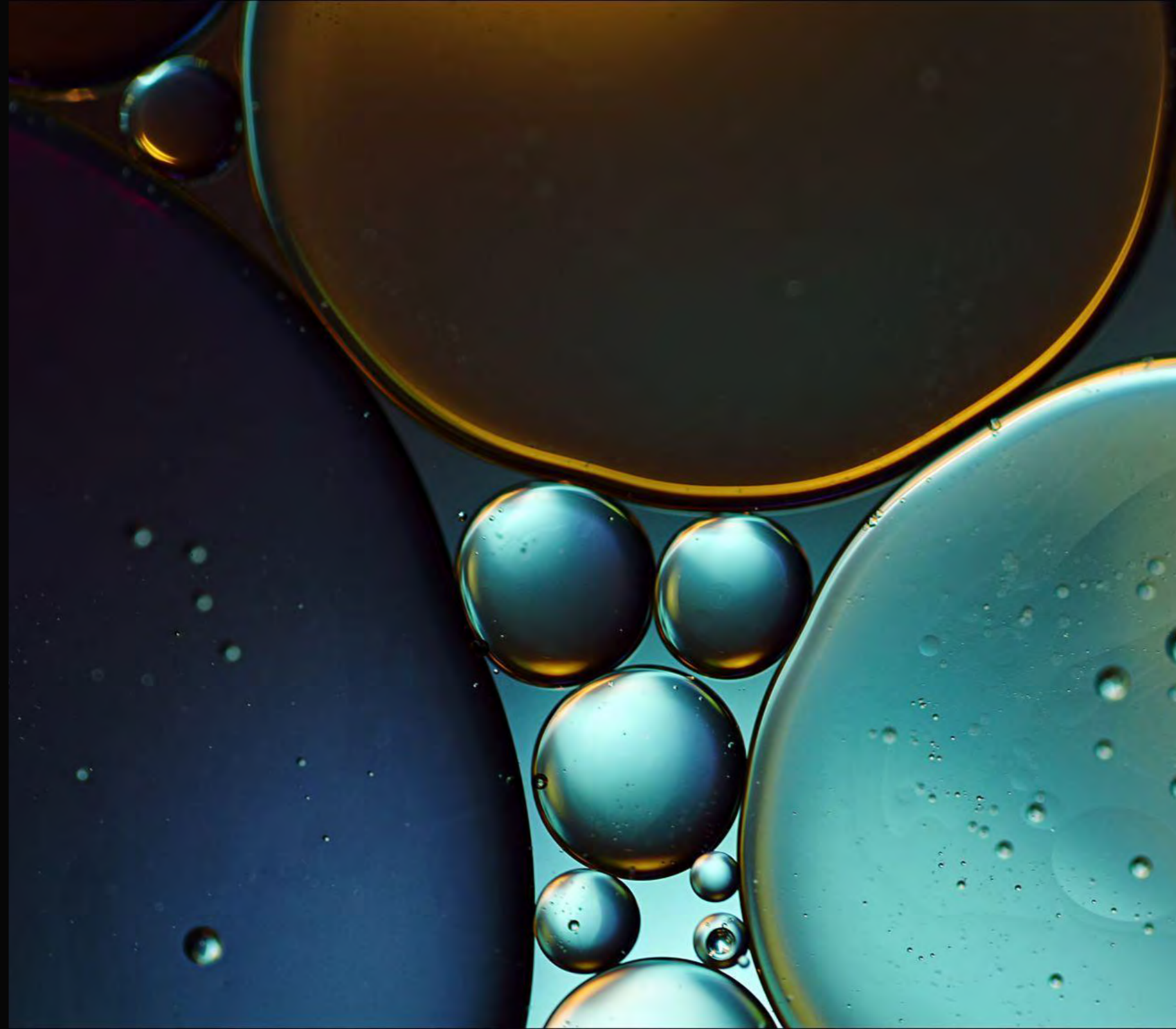
ESTABLISHING THE MCCGLC NAME

With our creative thinking on show around the world, we're aiming to highlight our brand through more channels, including awards bodies, such as the C&IT.

Appendix 2024

GHG Emissions data 2020-2024.

Key Emissions reporting notes.



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

	Tonnes of CO ² e					NOTES
	2020	2021	2022	2023	2024	
Scope 1	0.000	0.000	0.000	0.000	0.00	
Scope 2	5.110	7.600	10.627	2.54	0.00	
Scope 3	not measured	4.849	331.979	587.58	632.72	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	5.110	7.600	10.627	2.54	0.00	
TOTAL Gross Emissions (tCO²e)	-	12.45	342.60*	590.12	632.72	*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	
<i>Revenue (million £)</i>	<i>4.882000</i>	<i>2.445000</i>	<i>6.200000</i>	<i>12.000000</i>	12.00	
Intensity measurement 'Tonnes of CO²e produced per million pounds of revenue'	-	5.092	55.258	49.177	52.73	
<i>No. of staff employed on 1st April</i>	<i>65</i>	<i>47</i>	<i>34</i>	<i>28</i>	<i>31</i>	
Intensity measurement 'Tonnes of CO²e produced per employee'	-	0.265	10.076	21.075	20.41	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 enquiries@mccglc.com regards reporting queries.

Reporting period: Jan 1st 2024 to Dec 31st 2024. 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, NO_x) 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 9.812 tCO₂e in 2024, 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 Sustainability Lead 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: Data has been collected to the best of our knowledge and emissions calculated by Sustainability Simplified Ltd to provide third party assurance, basing calculations on the GHG Protocol using data supplied by us.

Carbon Offsetting: postponed to 2026

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