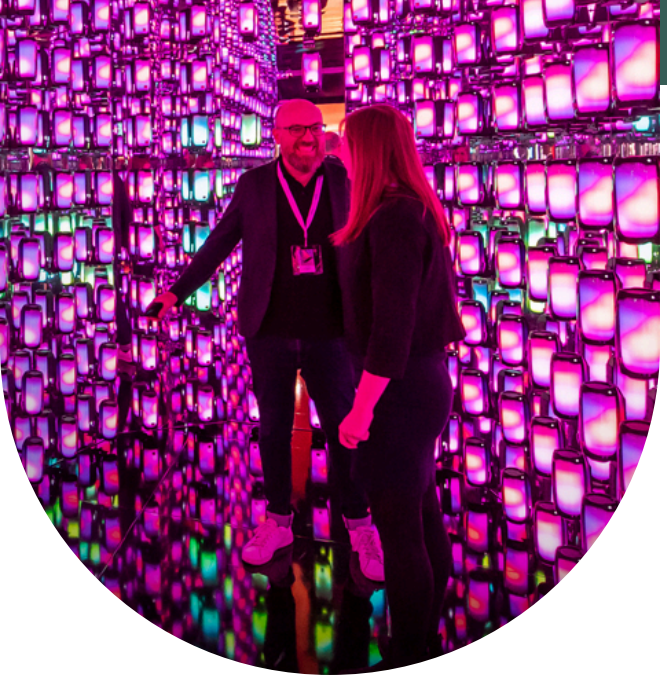
CASE STUDY



MCC GLC

THE COMPANY

MCCGLC is a London-based creative agency specialising in designing integrated customer experiences across physical and digital spaces such as congresses, launch events and meetings. Their commitment to sustainability has led to a number of changes within the company, including the appointment of a Head of Sustainability and pledging on the SME Climate Hub.

AT A GLANCE

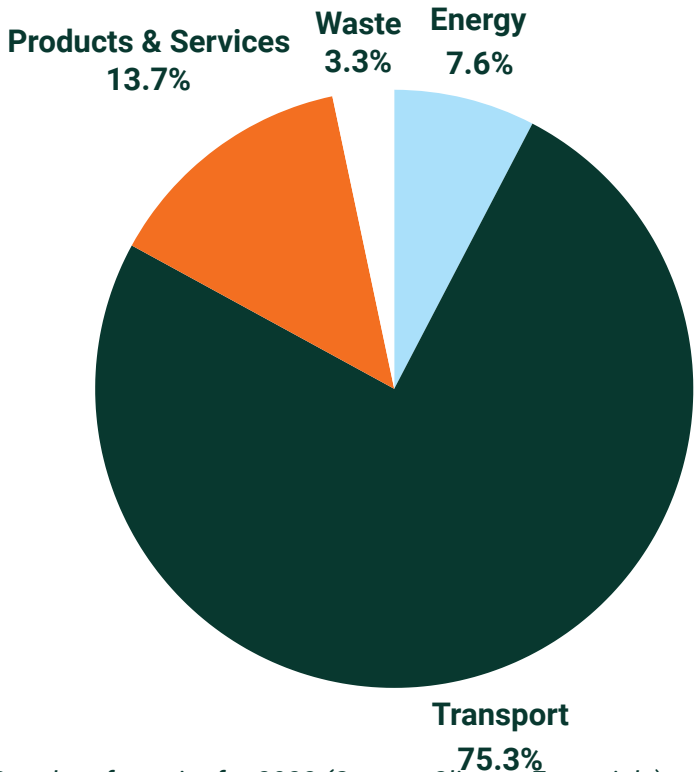
- **£5-10 million revenue**
- **11-50 employees**
- **Creative Industries**
- **London Borough of Hackney**
- **338.23 tonnes CO2e in 2022**

"The Better Futures+ programme has really helped me feel more confident in terms of where we've got to with our Net Zero journey as a business, and what I have achieved so far in my role. It was invaluable"

KATY RENWICK
Head of Sustainability

CARBON FOOTPRINT

MCCGLC's carbon footprint in 2022 was **338.23 tonnes CO2e**, which is equivalent to 76 average petrol-powered passenger vehicles driven for one year. The largest part of their carbon footprint comes from travel and transport, with just under 65% stemming from flights and logistics of their client project work.



MCCGLC carbon footprint for 2022 (Source: Climate Essentials)

SUPPORT PROVIDED

MCCGLC attended a webinar and two one-to-one sessions with specialist Net Zero Advisors.

CASE STUDY

MCC GLC

CHANGES

PROJECTS

MCCGLC are now measuring the carbon footprint of each client project, enabling them to open a dialogue about sustainability with their customers. By doing so, they are also able to influence decisions that help reduce the environmental impacts of their projects and encourage clients to offset the remaining emissions. Looking ahead, MCCGLC are planning to display each project's carbon emissions on their invoices and suggest potential offset options.

ENERGY

MCCGLC have been actively reducing their office's energy emissions. By switching their energy supplier when moving offices, they have reduced their energy emissions 41% since 2019 and saved over 7 tonnes of CO2e. They also successfully switched to a renewable energy supplier in 2023 after months of lobbying their landlord, resulting in a reduction of 5 tonnes CO2e annually.

STAFF ENGAGEMENT

By making all project managers responsible for recording their own project-based emissions, MCCGLC are giving employees ownership over the carbon impact of each project, and in turn, embedding sustainable practices into business operations. Alongside this, they are conducting weekly 30-minute check-ins with key project members to discuss and scrutinise their use of materials and suppliers, among other things, to help prioritise sustainability in decision-making.

AIR TRAVEL

International travel is an essential part of the business and in 2022 travel for business development was responsible for 85 tonnes CO2e and 79% of MCCGLC's operational emissions. Having raised the issue with senior management, significant reductions in the use of business class flights are being made, with MCCGLC committing to all short haul European flights being taken in economy class, and long haul (USA) daytime flights in premium economy rather than business, wherever possible. This should result in an approximate 50% reduction in air travel emissions.

COMMITMENT

MCCGLC have committed to reach Net Zero by 2040.