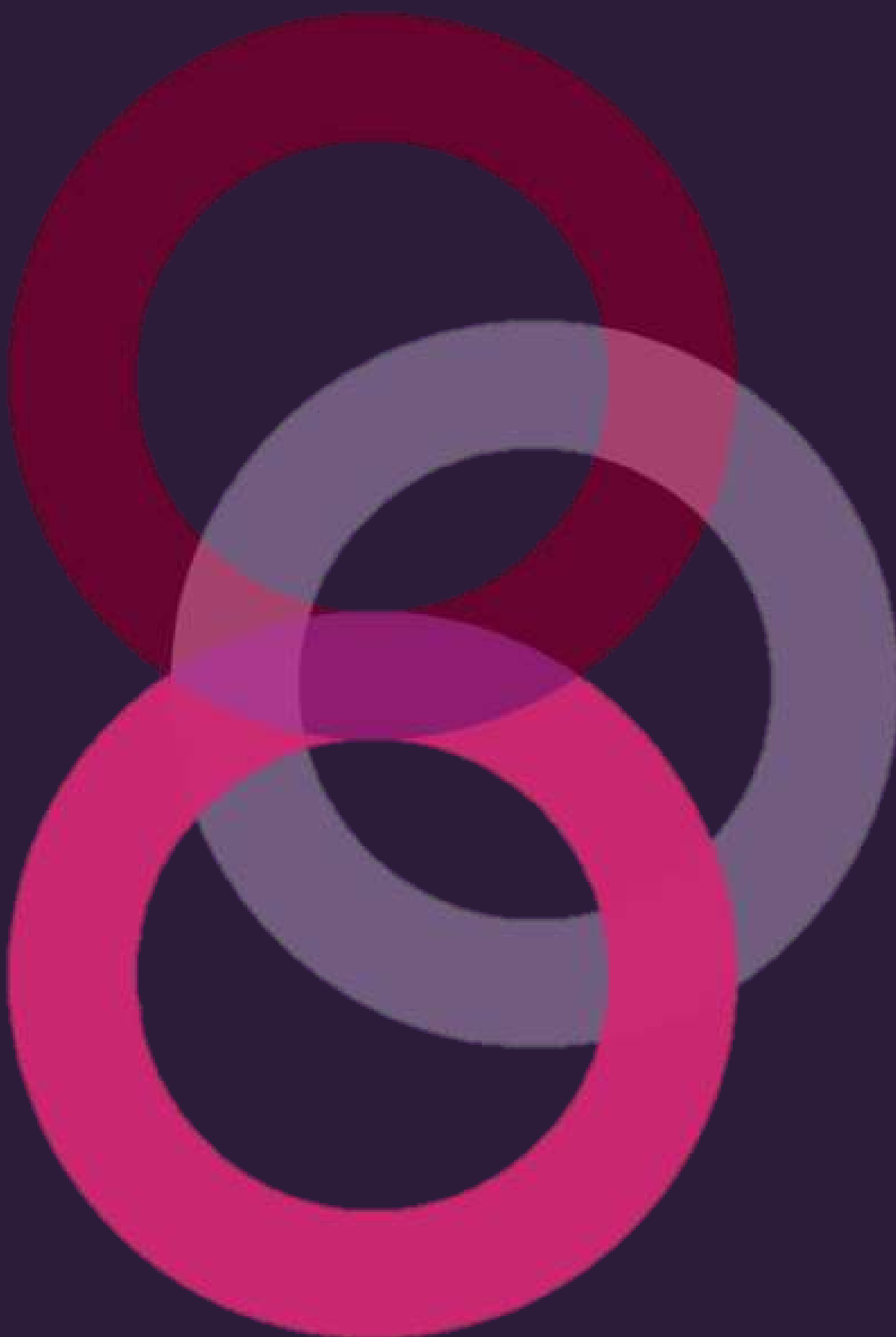


Sustainability Strategy

2024 - 2027

Ovation Portugal DMC



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01

The Case for Sustainability:

why is sustainability important to Ovation Portugal?

In recent years, seismic change has gripped the world, unveiling the fragility of our networks and global dependence on shared responsibility, good relationships, collaboration, and protection of the natural world at large.

New routines, new social interactions, innovative technology, and a rise in concern for issues relating to health and safety, local communities, supply chain, diversity, equity, inclusivity, climate change, human rights and waste management have all become evident within the Event Management sector.

As a result, there is rising demand for sustainable solutions, encompassing alternative in-person, virtual, and hybrid event formats. Our audiences increasingly seek transparent monitoring and measuring tools to report on the environmental, social, and economic impacts, reflecting a growing appetite for sustainability.

Sandrine Castres, Managing Director of Ovation Portugal DMC, acknowledges these changes in the company's mission to

"integrate a structure that has the capacity to respond and adapt to these fast changing times. We need new policies, procedures, and an adaptable structure, which enables us to demonstrate our progress and reflect our values."

During recent surveys with Ovation Portugal DMC stakeholders, different groups manifested increasing commitment to improvements in sustainability action:

EMPLOYEES:

72%

feel a moral obligation to promote a sustainable and responsible global economy.

84%

believe that sustainability is important for Ovation's overall success.

90%

have an active interest in leading a sustainable personal life.

CLIENTS:

80%

evaluate the sustainability performance of their supply chain.

80%

have their own sustainable events programme.

100%

believe that sustainability is highly important for their organisation.

SUPPLIERS AND PARTNERS:

59%

have achieved sustainability credentials.

88%

have a dedicated member of staff working on sustainability issues.

89%

give preference within their own supply chain to those with sustainability credentials



The benefits

of a Sustainable Event Management System and ISO 20121

For Ovation Portugal DMC, the advantage of implementing the ISO 20121 Sustainable Event Management System lies within the potential to provide a robust and legitimate response to the changing demands of our modern world. Regulations, legislation, and clients increasingly require us to demonstrate good practice and alignment with global sustainability frameworks, goals, and reporting standards. The release of the updated ISO 20121:2024 further underlines the new realities for our sector, while supporting us to respond to requirements for good governance, accountability and the impact of world events on our own activity.

It is our intention that our sustainability efforts – along with our other achievements, such as the Biosphere Certification – generate a range of benefits for the business, including:

- Attraction of high quality talent, with the vocation to make a difference.
- Consolidation of our reputation as a compliant, accountable, and responsible supplier.
- Increases in the efficiency and agility of our business.
- Reductions in the use of resources and related negative environmental impact.
- Development and use of tools and processes to identify potential environmental and social risks and opportunities.
- Optimisation of opportunities for increased stakeholder collaboration.
- Enhanced satisfaction across all stakeholder groups, including clients, suppliers, partners, and employees.

Further information regarding our commitment towards sustainable business practice can be found in the Ovation Portugal DMC [Sustainability Policy](#).

MCI Group: Policies and Commitments

Additionally, Ovation Portugal DMC benefits from the many policies, commitments, network and frameworks adhered to by MCI Group, among them:

- UN Global Compact Agreement
- UN Sustainable Development Goals (SDGs)
- Global Reporting Initiative (GRI) Index
- Net Zero Carbon Events Pledge
- Ecovadis: Silver Rating
- MCI Group Sustainability Policy
- ISO 27701 Information Security Management System and ISO 27001 for Information Security, Cybersecurity, and Privacy Protection

Further information regarding MCI Group is available via the [group website](#).

We also adopt the core values of MCI Group; diversity, inspiration, growth, innovation and entrepreneurship, and apply them to our business in Portugal, adding to them the ISO 20121 principles of stewardship, inclusion, integrity and transparency.



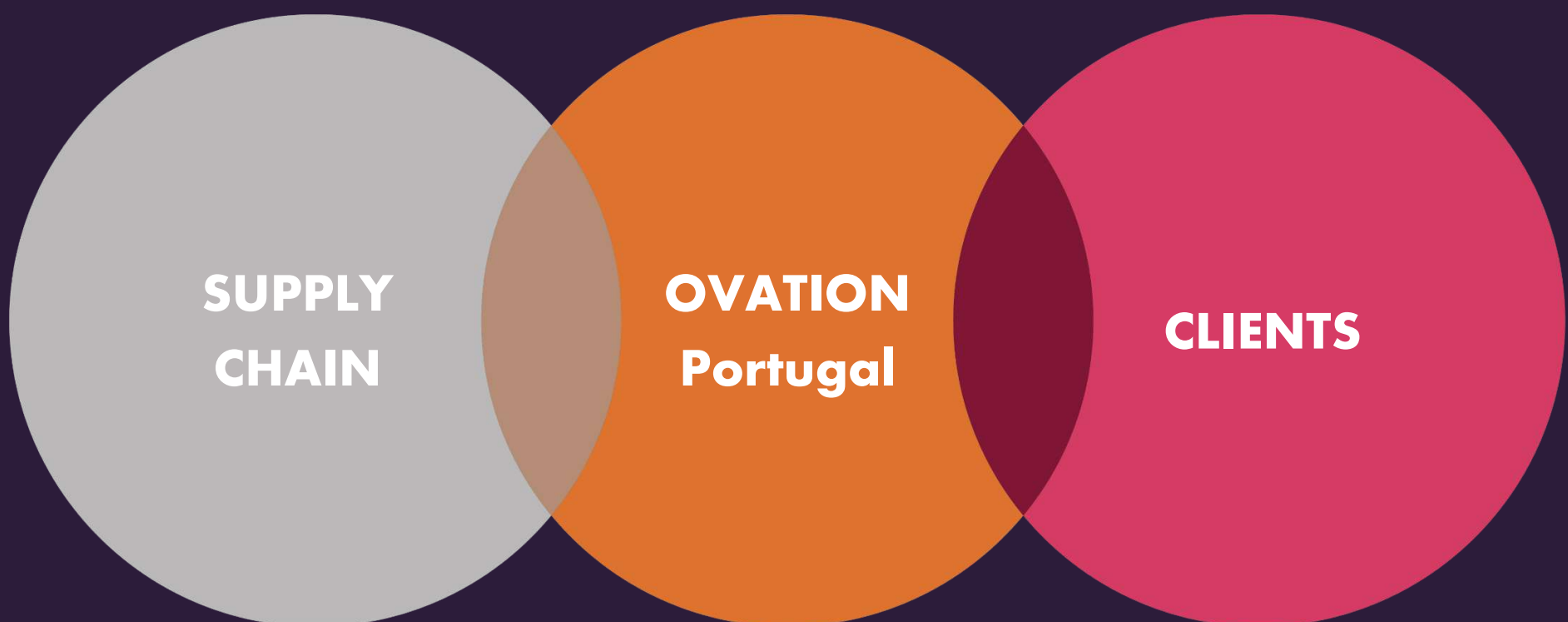
03

Value chain

of Ovation Portugal DMC

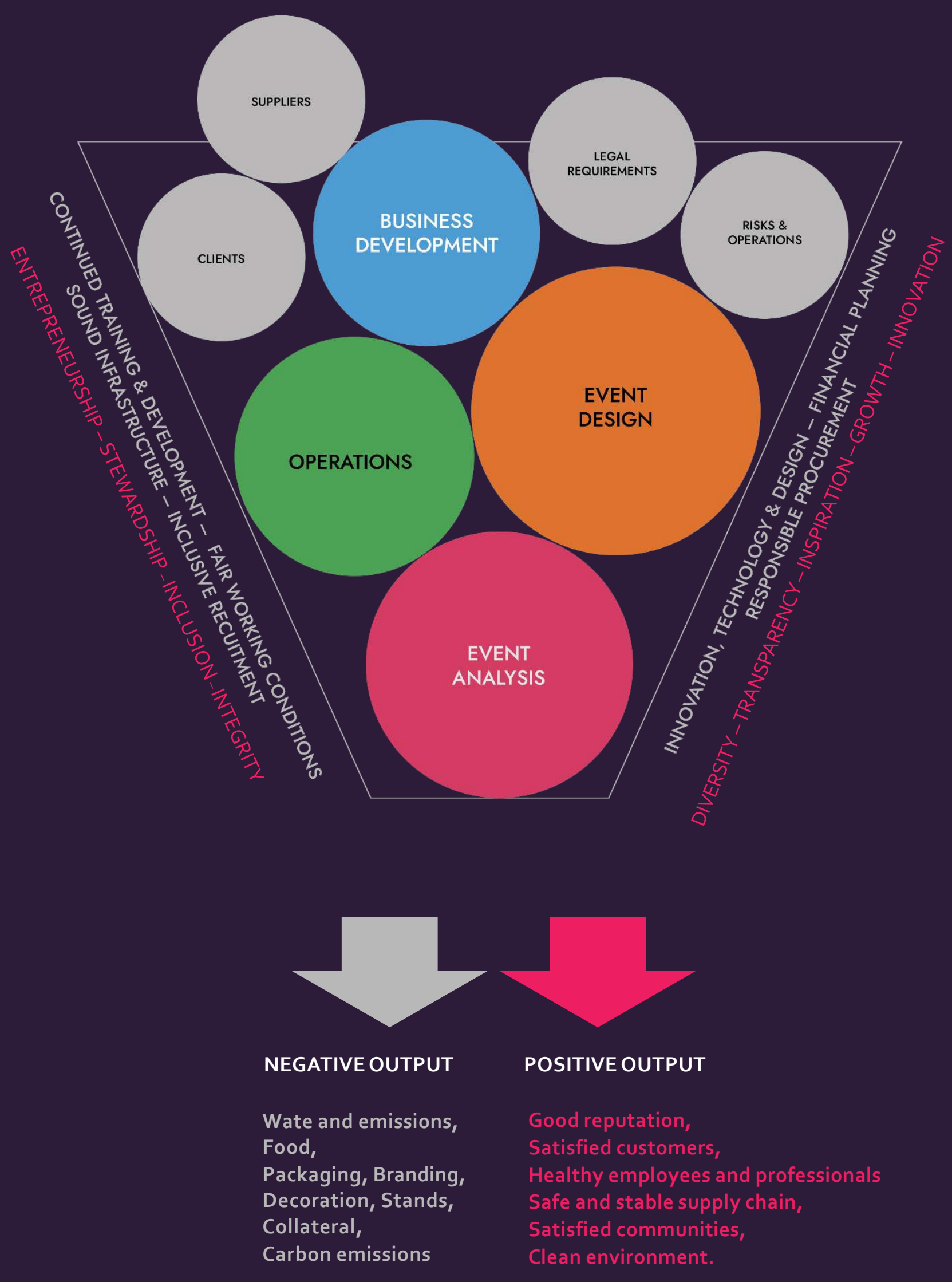
Thorough analysis of both the direct and indirect impacts of Ovation Portugal on the environment and society empowers us to pinpoint areas where our efforts can generate the most significant results.

Ovation Portugal firmly believes in the power of leading by example to influence the behaviour of others. We are committed to this approach, leveraging our unique position to not only advise our clients but also to guide our supply chain towards ongoing improvements in sustainability performance.



Through implementation of the ISO 20121 Event Sustainability Management System, we will use our activities in Operations, Sales and Business Development, Event Design, Planning, Execution and Post Analysis to address the concerns and perspectives of our principal stakeholders, thereby ensuring compliance with existing and emerging legislation and valid responses to all risks and opportunities for our business.

Our intention is to ensure happy customers, healthy and professional employees, satisfied communities, and a clean and safe environment, although we recognise the negative outputs of our activity, and are wholly committed to reducing any adverse impact.



Our Management System provides us with a structure that supports our employees to give their best thanks to fair working conditions, inclusive recruitment, continued training, and development. Furthermore, tried and tested processes and procedures ensure sound infrastructure, good financial planning, responsible procurement and sustainable innovation, technology and design.

Definition of our Strategy

1. Background Research: to understand the issues of significance for our sector and partners

- Partners & Suppliers
- Trade Fairs
- ISO 20121 standard requirements
- Company Process Review
- International landscape: global trends and emerging legislation

2. Stakeholder Mapping: to identify our priority stakeholder groups for consultation

- Evaluation of Power vs Interest for a long list of suppliers

3. Stakeholder Consultation: collaboration with priority stakeholders to understand our risks, opportunities and issues of significance

- Online Surveys (internal and external)
- Identification Ovation Portugal DMC Social Purpose
- Materiality Matrix
- Interviews
- Research and additional perspectives

4. Proposal of Objectives and Action Pillars

- Proposal of Sustainability Policy

5. Senior Management Approval

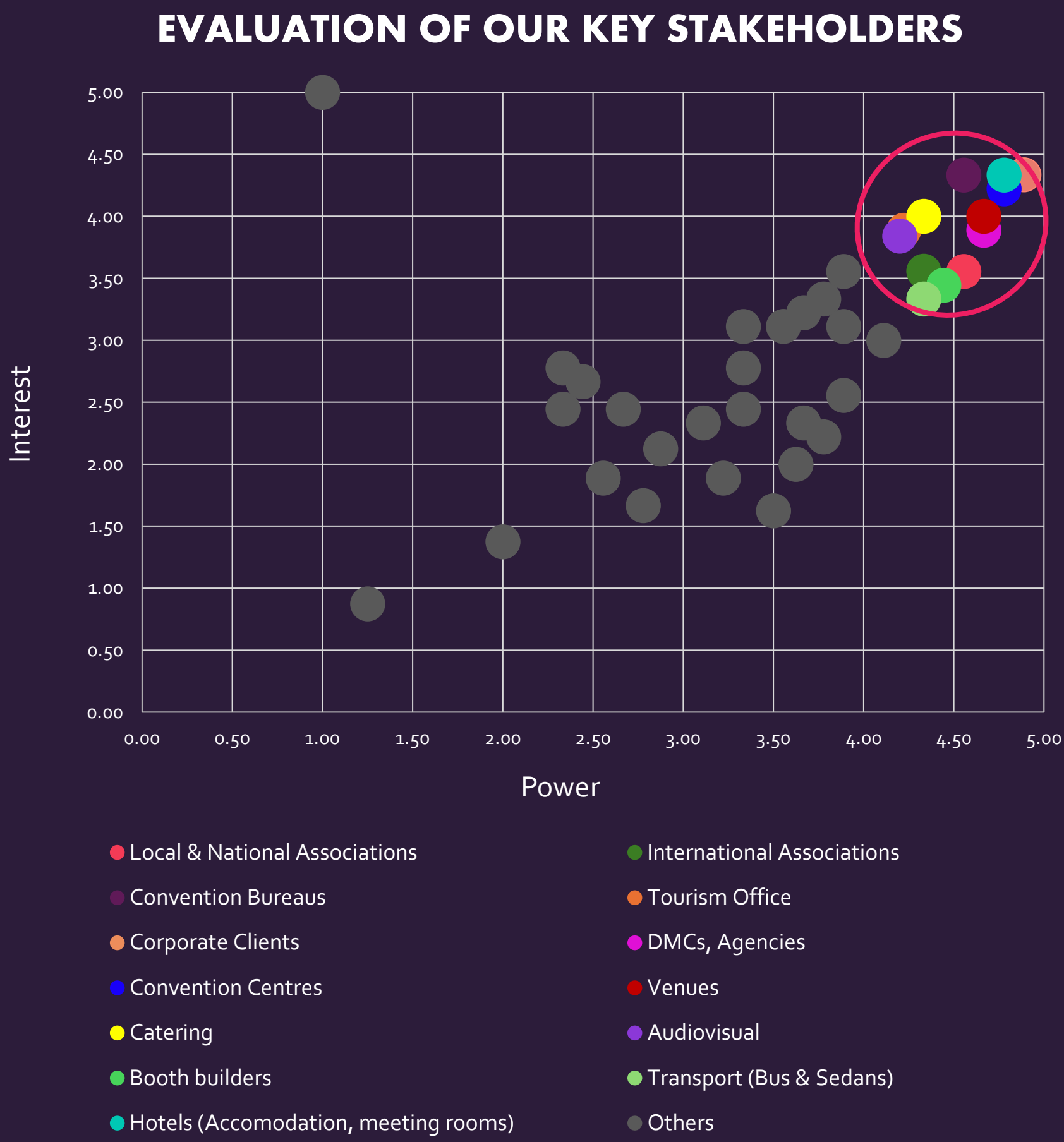
- Direction of Plan

6. Implementation

The process for defining our action pillars began with a range of background research activities to understand the principal issues of significance for our sector and partners. These activities included interviews with representatives from the company regarding existing processes such as communication, training, procurement, supply chain management practices, software tools to support the business and existing procedures for integrating sustainability.

Additionally, visits to Trade Fairs and background research on existing partners and suppliers, emerging legislation and analysis of global trends and risks helped us to develop a long list of sustainability issues which we would later test through our stakeholder consultation.

Simultaneously, we engaged our colleagues at Ovation Portugal to assist in mapping and evaluating a comprehensive list of stakeholders to determine which groups are of priority for the business. Employees assessed stakeholders based on their Power and Interest in relation to Ovation Portugal DMC.



13 stakeholder groups were consequently identified as priority (high interest – high power) for Ovation Portugal, among them associations and trade bodies, clients and suppliers.

We distributed online surveys to these priority groups, allowing us to gain insights into their perspectives on various sustainability matters, particularly focusing on the question:

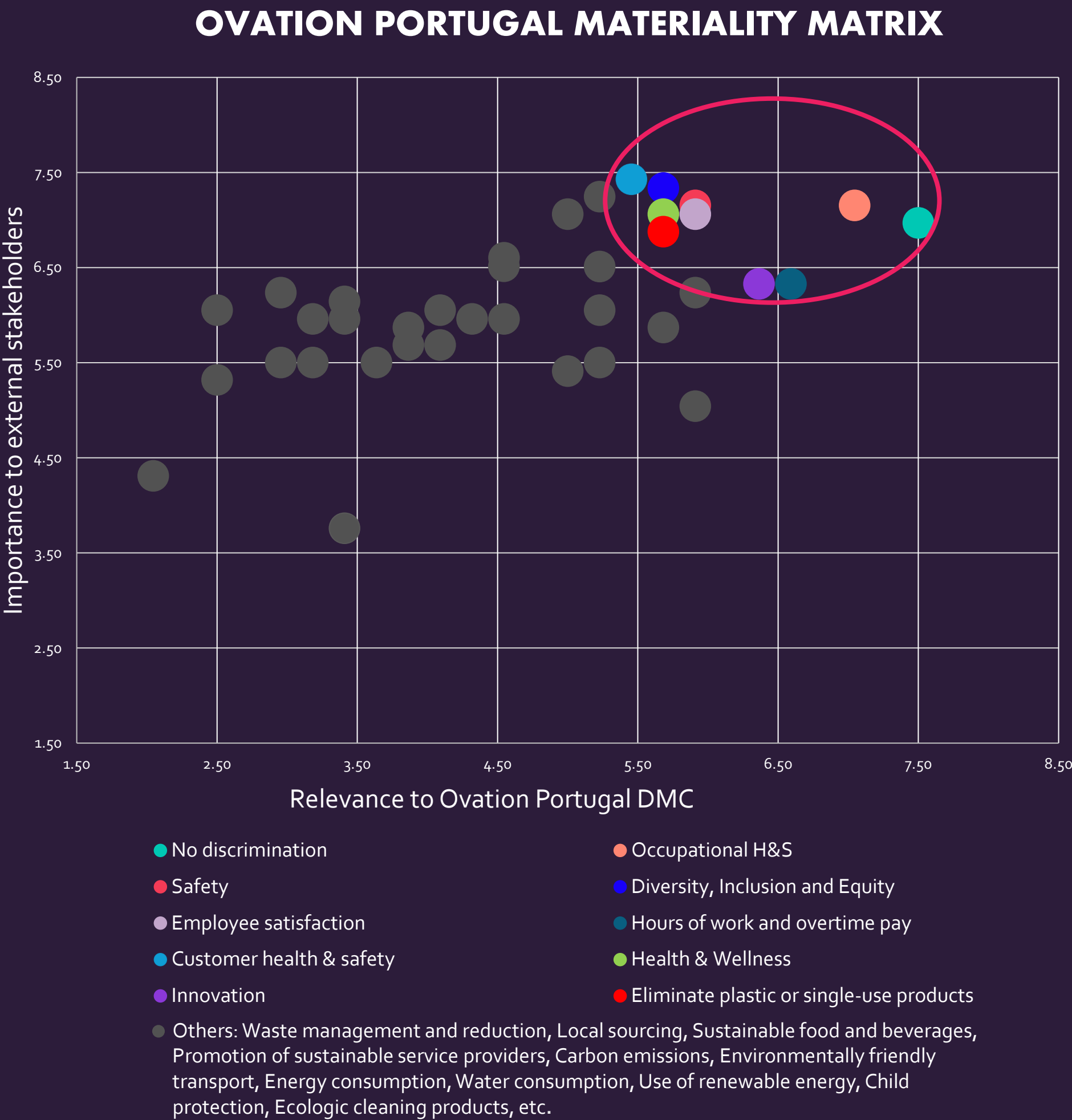
“Which sustainability topics are most important to you when collaborating with Ovation Portugal?”

154 stakeholders participated in an online survey, receiving an 71.96% response rate. During this survey suppliers highlighted issues such as waste management, anti-competitive conduct, and non-discrimination as important, while trade bodies prioritised mainly social issues such as employee satisfaction, diversity, local community, and awareness raising.

Likewise, Ovation Portugal employees were invited to participate in a survey (100% response), providing an internal perspective. Professional development opportunities and a sustainable supply chain were indicated as priority for employees.

The Social Purpose of Ovation Portugal was also defined by senior management and employees during this internal survey, as:

“Sustainable experience design to forge deeper connections with our audiences.”



Results from the internal and external stakeholder surveys were mapped onto the Matrix according to their respective axes. Issues that fell into the top right-hand quadrant are defined as highly significant, for both internal and external stakeholders of Ovation Portugal DMC.

Further Consultation

Interviews with clients provided qualitative information to consolidate survey answers. Carbon footprint, sustainable sourcing, waste management and wellbeing are noted among the significant topics for clients of Ovation Portugal.

Our initial background research on the events sector helped us to confirm the high significance of additional issues for us, including greenhouse gases and biodiversity protection.

Management also provided their perspective on the definition of priority topics and general direction for our eventual sustainability plan.


Ovation Portugal Objectives and Action Pillars

Analysis of all data sources following our robust consultation process enabled us to define 9 goals for intervention by Ovation Portugal.


These goals have been arranged into 3 pillars for action and are accompanied by a **sustainability policy** to be shared with our stakeholder groups, describing the commitment of our business to “our people, local community and the environment, embracing all opportunities that maximise our positive impact, while mitigating the negative effects produced by our activities”.

1. Respecting our ecosystem

Preservation of biodiversity and nature protection.



Efficient use of resources and reduction of CO2 emissions



2. Promoting our community

Promote wellbeing through all interactions with stakeholders



Support and improve the capacity of all employees and collaborators through Education and awarness



Ensure Diversity, Equity and Inclusion in all areas



Support our destination through local community and culture



3. Ensuring our ethics

Develop a responsible suply chain



Be proactive in our legal and compliance obligations



Ensure fair and ethical negotiations



Measurable objectives, indicators and targets have been established to support the goals. They will be monitored and periodically revised to ensure sound sustainability performance and the continual improvement of our management system.

The values of MCI Group and Ovation Portugal DMC are also reflected across these 3 action pillars: *diversity, inspiration, growth, innovation, entrepreneurship, stewardship, inclusion, integrity, and transparency.*

Ovation Portugal is also committed to supportt the UN Sustainable Development Goals through our objectives, striving for progress in particular in the Goals of:



Contact

Ovation Portugal DMC



Ovation Portugal DMC values ongoing collaboration with all stakeholders, including employees, clients, suppliers, NGOs, associations, other businesses, and potential partners.

If you have any feedback regarding this sustainability plan or any other sustainability issues affecting our sector, please feel free to [contact us](#).



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