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Impact Bot Technologies Highlighted At Stockholm+50 Conference

PRESS RELEASE
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Stockholm, Sweden, May 31, 2022 – The Canadian digital communications and crowdsourcing company, M&C Consulting, is delighted to showcase MC3 US Inc.'s (MC3) AI-powered social impact bot technology at the United Nations Stockholm+50 international meeting - a significant event that will bring together global leaders to discuss environmental action and the future of our planet.

MC3 is a Seattle-based company that has created a patented trailblazing ethical technology that builds software-as-a-service bots to power the Environmental, Social, and Governance (ESG) workplace initiatives (such as workplace volunteering/giving campaigns, green behavior including including environmental clean-ups, and diversity, equity and inclusion (DE&I) initiatives). The bots will be featured as a key tool in tackling the climate crisis at Stockholm+50 – a significant international meeting that will bring together global leaders to discuss environmental action and the future of our planet.

Qaiser Nawab, Managing Director for Pakistan, Asia and the Middle East for M&C Consulting and executive director of the Global Strategic Institute for Sustainable Development (GSISD), will lead a delegation of five participants at the Stockholm conference and will discuss the important role impact technology plays in future efforts to help solve the climate crisis.

“Everybody has a right to a safe, clean, healthy and sustainable environment. I believe impact bots are the social engagement way of the future, and technology products like MC3 will play a major role in helping young people as they navigate the challenges of climate change for generations to come,” says Mr. Nawab.

Giovanna Mingarelli, founder of M&C Consulting and chief executive officer of MC3 Inc., says impact bots provide new opportunities to effectively manage the climate crisis – as well as achieve the United Nations’ Sustainable Development Goals (SDGs) that include greener, more inclusive economies and stronger, more resilient societies.

“MC3 offers a living, breathing global bot platform that gives Millennials, Gen Zs and businesses the opportunity to power the ESG workplace revolution. I am delighted our social impact technology will be shared with the international community and will add to the ongoing dialogue of how innovative products like bots for ESG workplace initiatives can contribute to a cleaner, healthier planet,” says Ms. Mingarelli.

Stockholm+50: a healthy planet for the prosperity of all – our responsibility, our opportunity will take place June 2-3. Stockholm+50 is convened by the United Nations, and is hosted by Sweden with support from the Government of Kenya. The conference commemorates the 1972 United Nations Conference on the Human Environment, and celebrates 50 years of global environmental action.

To learn more about Stockholm+50, please visit: <https://www.stockholm50.global/>

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