

McKinsey
& Company

2024 Report

Accelerating sustainable and inclusive growth for all



Sherina, Hemant, and Lucy are senior partners who drive sustainable and inclusive growth by setting our strategic direction and firm policies, partnering with clients to reach net zero, and advancing health equity.



Message from our global managing partner

The pace of change in 2024 was unlike anything we've seen before, and it's not likely to let up soon. But amid the geopolitical shifts and technological disruptions, you can find many "bright spots"—beacons of opportunity, collaboration, and growth.

These are the stories we share in this report (and why this is my favorite letter to write). Our goal at McKinsey & Company is to help accelerate sustainable and inclusive growth globally, and it's a key metric by which we measure ourselves. In the following pages, you'll see our progress against that goal and read stories about how our colleagues and clients have helped bring these "bright spots" into the world this past year.

Sustainability

Growth must be sustainable to last, which is why we remain committed to our aspiration to be the largest private sector catalyst for decarbonization in the world. Over the past year, we've outlined the "trilemma" countries face in providing energy that is secure, affordable, and sustainable. But it isn't easy.

Throughout 2024, our colleagues have helped our clients on that journey, building new green businesses, scaling sustainable technologies, decarbonizing supply chains, and more. Taken together, our clients have contributed more than 80 percent of reported emissions reductions. We are proud to support their progress.

In addition to our client work, our colleagues also continue to drive the conversation with our insights—publishing research on the physical realities of the

energy transition, circularity in the built environment, and how we measure and gain on climate goals globally. We also continue our own decarbonization efforts, making progress toward our emissions reduction targets for 2025.

Inclusive growth

Growth is good and essential to global prosperity. It's how we continue to improve lives and livelihoods, discover new ways of working and being, and leave our societies better for the next generation. That is why we're committed to boosting economic opportunity worldwide and bringing the best of McKinsey to help more people succeed.

One of my favorite examples from 2024 was our work with Banco de Crédito del Perú to help grow and build the capabilities of Yape. This digital payment app has helped five million unbanked people gain access to the financial system and enhanced financial inclusion for over 16 million users. But that is just one story: Our clients have contributed 18 percent of global GDP growth and one million new jobs per year. In 2024 alone, our colleagues helped build more than 100 businesses (an average of two per week), creating thousands of jobs in the process.

Our pro bono work has also touched countless lives in the past year. In 2024, we hit \$1 billion in monetary and in-kind giving since 2020—halfway to our \$2 billion pledge. We've also reached 230,000 new learners through our Forward program and helped upskill, reskill, or otherwise support nearly 20 million people through our nonprofit partners and pro bono programs.

Finally, inclusion is also written into our DNA through our commitment to a diverse meritocracy. We don't guarantee equity in outcomes, but we do strive to ensure everyone has a fair shot to succeed here. We want the world's best, regardless of background or where they were educated. We now have as many women as we do men in our newest hiring class. And, for the second year in a row, *TIME* and Statista named McKinsey the top company for future leaders.



Responsible practices

It's our firm's aspiration to accelerate sustainable, inclusive growth, but it's also a privilege. None of what we do would be possible without the trust and partnership of our clients, colleagues, and the communities in which we work.

We strive to earn and keep that trust by leading with integrity and setting the standard for accountability and compliance in our profession. From client and supplier selection to data protection, we are committed to upholding the highest professional and ethical standards in every aspect of our operations—including vetting 100 percent of new clients against our CITIO client service framework, which serves as a guide for the kinds of work we will and will not do.

Our work is always ongoing. In 2024, we invested \$1.27 billion in innovation, knowledge, and capabilities to ensure we continue to help our clients deliver the "bright spots" you'll find in this report. I hope these pages serve as inspiration for what we can accomplish together in 2025.

Bob Sternfels

Global managing partner, McKinsey & Company



2024 progress highlights

Sustainability

3,200

of our colleagues worked on 1,640 sustainability engagements with 720 clients across 58 countries

62%

reduction in Scope 1 & 2 emissions, outperforming our 25% reduction target for 2025

50%

reduction in business travel emissions per FTE, outperforming our 35% reduction target for 2025¹

20M ton

advance market commitment for nature-based carbon removal projects by 2030 together with other Symbiosis members

Inclusive growth

18%

of global GDP growth contributed by our clients²

\$1.05B

contributed in monetary and in-kind support since 2020 toward our \$2B commitment to social responsibility by 2030 (\$194M in 2024)

700

new businesses built by McKinsey Business Building since 2019³

51%

of our global new hires were women

1M

new jobs per year contributed by our clients²

Responsible practices

100%

of new clients vetted against our industry-leading CITIO client service framework in line with our ambition to set the standard for our industry⁴

Top 1%

of companies in our industry in sustainable procurement, as rated by EcoVadis⁵

100%

of colleagues completed the annual risk training and certified compliance with firm policies and our Code of Conduct⁶

¹ Full-time equivalent (FTE). Our business travel emissions per FTE include emissions reductions from sustainable aviation fuel certificate purchases.

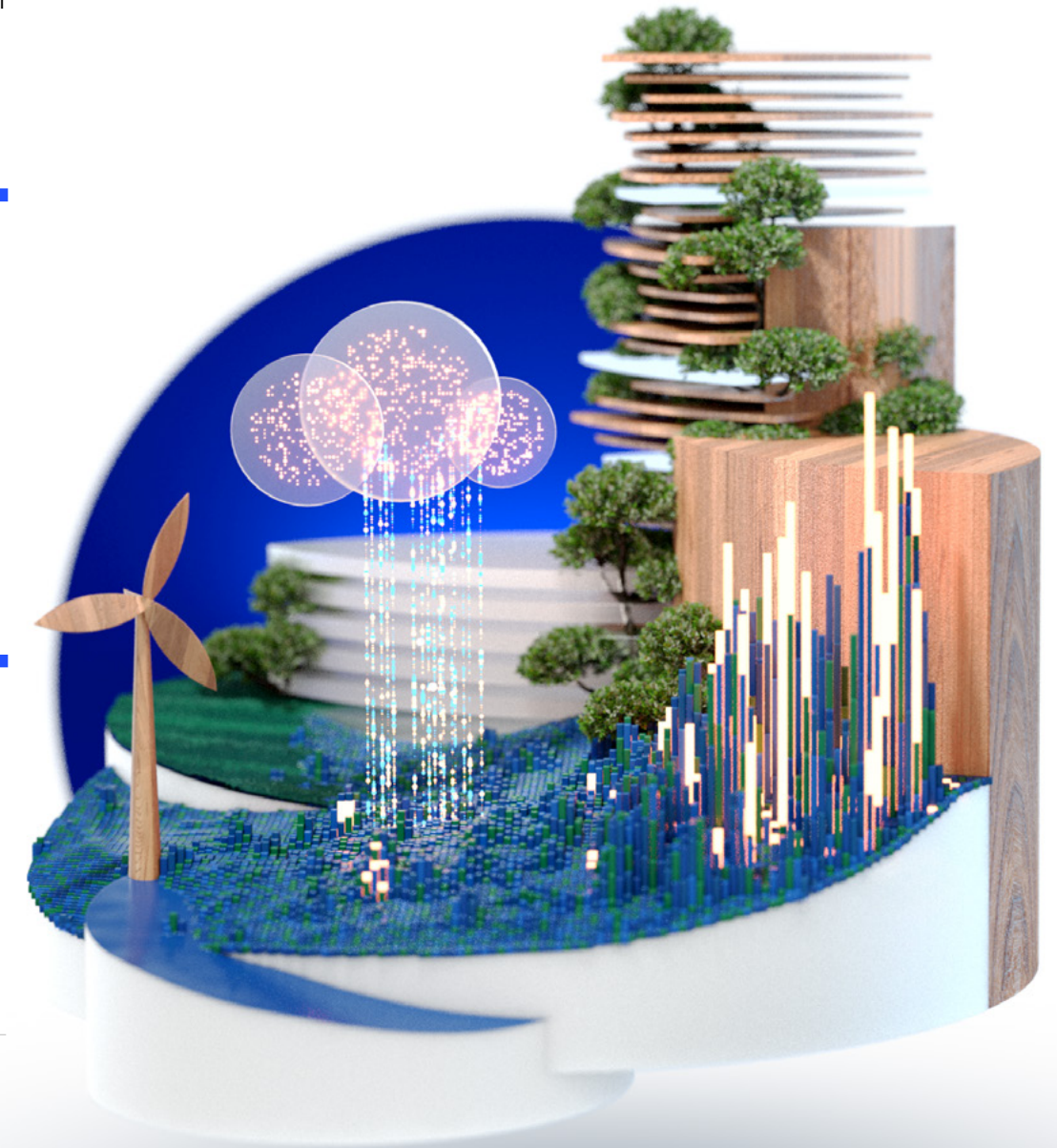
² The following numbers are based on our ongoing analysis of publicly held companies between 2018–2023. We assess the percentage of global gross domestic product (GDP) growth driven by our clients relative to total global GDP growth. We also establish the average net new jobs created by our publicly held clients during this period.

³ Formerly Leap by McKinsey.

⁴ We assess our engagements based on a set of criteria across five dimensions: Country, Institution, Topic, Individual, and Operational considerations (CITIO).

⁵ A leading sustainability ratings organization.

⁶ This figure does not include firm members who qualified for an exemption (such as a leave of absence).





About McKinsey

Founded in 1926, McKinsey operates as a single global partnership united by a strong set of values and the drive to deliver positive, enduring change. Today, we continue to combine bold strategies and transformative technologies to support organizations to innovate more sustainably, achieve lasting gains in performance, and build workforces that will thrive for this generation and the next.

Our purpose

To help create positive, enduring change in the world

Our mission

To help our clients make distinctive, lasting, and substantial improvements in their performance and to build a great firm that attracts, develops, excites, and retains exceptional people

Our values

- Adhere to the highest professional standards
- Improve our clients' performance significantly
- Create an unrivaled environment for exceptional people

► [Learn more about our purpose, mission, and values.](#) 

67

countries

3,500

clients served



David, a senior security analyst, and Shanna, a talent branding specialist, pictured in our Boston office.



We aspire to drive sustainable and inclusive growth with our clients, colleagues, and communities

We believe that sustainability, growth, and inclusion can—and must—be mutually reinforcing. That’s why we don’t settle for trade-offs—we embrace the power of “and” and strive to make it a reality every day through our client work, insights, giving, and the way we manage our firm.

One of the ways we bring this commitment to life is by sharing our research publicly to equip leaders across the public, private, and social sectors with the fact base needed to drive measurable progress.

► [Learn more about our work to drive sustainable and inclusive growth.](#) 

We’re partnering with our clients to lead on sustainable and inclusive growth.⁷
They have contributed:

18%
of global GDP growth

1M
new jobs per year

>80%
of reported CO₂ emissions reductions⁸

⁷ The following numbers are based on our ongoing analysis of publicly held companies between 2018–2023. We assess the percentage of global gross domestic product (GDP) growth driven by our clients relative to total global GDP growth. In the same time period, we look at total Scope 1 and Scope 2 CO₂ emissions reductions reported by these publicly held companies and the percentage of those achieved by our clients. We also establish the average net new jobs created by our publicly held clients during this period.

⁸ In 2024, our firm changed its data provider, which supplies the data used to calculate CO₂ emissions reductions. The calculation methodology remains unchanged.





Featured case studies

► See more examples of how we [drive impact with our clients](#).



Turkish Employers' Association of Metal Industries Transforming Türkiye into a digital and sustainable manufacturing leader

We partnered with the Turkish Employers' Association of Metal Industries to launch MEXT, an innovation and learning center that offers manufacturers technology and sustainability technical assistance, tools, strategies, and training to help companies transform. The impact of MEX' has been significant, with more than 676 companies across 12 industries already benefiting from services like upskilling, assessments, and consultancy. We also helped establish capability-building programs that upskilled more than 30,000 people in new technologies. Together, these efforts have driven a 15 percent improvement in productivity, strengthened competitiveness, and supported Türkiye's transition toward net zero.

30,000

people trained in digital and sustainable transformation

[Learn more](#)



AGCO Accelerating decarbonization across the farming supply chain

We partnered with global agriculture equipment manufacturer AGCO to automate its decarbonization cost curve building and planning efforts. Using Catalyst Zero, our decarbonization tool that identifies cost-effective options to reduce carbon emissions, we helped AGCO understand where carbon was being produced so it can abate those emissions in the most strategic and efficient way possible. And by deepening its understanding of decarbonization strategy across various business units and regions, AGCO will be able to execute these initiatives more cost-efficiently.

500K

operational data points processed with AI

[Learn more](#)



Goodwill Industries International Building bridges toward career opportunities for millions of people

We teamed up with Goodwill Industries International and its broader network to support our shared mission: helping more people across North America find meaningful employment and build sustainable careers. Each year, local Goodwill organizations engage 1.7 million individuals through job training, placement, and support services. Together, we enhanced the Goodwill Opportunity Accelerator®—streamlining over 35 services into a cohesive, accessible path, and adding digital outreach and youth-focused coaching. With stronger tools for data tracking and support, local Goodwill teams are now better equipped to deliver consistent, high-quality service. This work expands access and opportunity in a rapidly evolving workforce landscape.

1.7M

people supported annually through Goodwill's job training and services

[Learn more](#)



Sustainability at a glance

We aspire to be the largest private sector catalyst for decarbonization

Driven by our sector knowledge and insights, we are accelerating the transition of our own operations toward net zero, while working alongside clients to fast-track their progress as well.

Our clients

1,640

sustainability-related client engagements

Our firm

50%

reduction in travel emissions per FTE, outperforming our 35% reduction target for 2025⁹

Our insights

Up to 80%

of global power generation is predicted to come from low-carbon energy sources by 2050¹⁰

⁹ Full-time equivalent (FTE). Our business travel emissions per FTE include emissions reductions from sustainable aviation fuel certificate purchases.

¹⁰ Learn more in our report, [Global Energy Perspective 2024](#).

*“We partner to **unlock opportunities**, navigate uncertainties, and turn climate goals into reality.”*

[Hemant Ahlawat](#) is a senior partner, co-leader of McKinsey Sustainability, and co-chair of the McKinsey Health Institute, based in Zurich.

Hemant helps industries reach net zero and catalyzes action and investment to progress historically under-resourced areas of health.





Inclusive growth at a glance

We're working to create growing and inclusive organizations, economies, and communities

We do this by partnering with our clients, colleagues, and a wide range of nonprofit partners. Together, we drive growth that accelerates economic opportunity around the world so that more people can participate in and benefit from the economy. This work is fueled by our diverse meritocracy, which has allowed us to drive positive, enduring change throughout our history.

Our clients

700

new businesses built by McKinsey Business Building since 2019¹¹

18%

of global GDP growth contributed by our clients¹²

1M

new jobs per year contributed by our clients¹²

Our giving


\$1.05B

contributed in monetary and in-kind support since 2020 toward our \$2B commitment to social responsibility by 2030 (\$194M in 2024)

¹¹ Formerly Leap by McKinsey.

¹² The following numbers are based on our ongoing analysis of publicly held companies between 2018–2023. We assess the percentage of global gross domestic product (GDP) growth driven by our clients relative to total global GDP growth. We also establish the average net new jobs created by our publicly held clients during this period.

*“We help **unlock untapped potential**, resulting in stronger businesses and better outcomes for people.”*

[Lucy Pérez](#)  is a senior partner, global leader of the McKinsey Health Institute, leader in our Life Sciences practice, and global leader of our Hispanic and Latino Network, based in Boston.

Lucy partners with life sciences and healthcare organizations to address strategic, organizational, and operational challenges and publishes research that advances inclusive growth.





Responsible practices at a glance

We aim to lead with integrity and set the standard for accountability and compliance in our profession

We are committed to upholding the highest professional and ethical standards in every aspect of our firm's operations. These principles guide our daily practices, from client and supplier selection to data protection.

100%

of new clients vetted against our industry-leading CITIO client service framework¹³

Top 1%

of companies in our industry in sustainable procurement, as rated by EcoVadis¹⁴

100%


of colleagues completed the annual risk training and certified compliance with firm policies and our Code of Conduct¹⁵

¹³ We assess our engagements based on a set of criteria across five dimensions: Country, Institution, Topic, Individual, and Operational considerations (CITIO).

¹⁴ A leading sustainability ratings organization.

¹⁵ This figure does not include firm members who qualified for an exemption (such as a leave of absence).

*"We are dedicated to **delivering impact responsibly and maintaining the trust** of our clients, colleagues, and society."*

[Sherina Ebrahim](#)  is a senior partner, member of the Shareholders Council, and chair of the Risk, Audit, and Governance Committee, based in New Jersey.

Sherina helps set the strategic direction and policies of our firm, while chairing the committee providing oversight of our sustainability, inclusive growth, and responsible practices activities.





Report scope

McKinsey's 2024 Sustainable and Inclusive Growth Report is our annual report detailing our commitments, programs, and performance on sustainability, inclusive growth, and responsible practices. All information reflects McKinsey's worldwide operations, covering the period from January 1, 2024, to December 31, 2024, unless otherwise noted.

We continue to align our reporting with leading standards and frameworks. This report has been prepared with reference to the Global Reporting Initiative (GRI) Standards for this reporting period. It also includes our disclosure against the World Economic Forum International Business Council's (IBC) Stakeholder Capitalism Metrics and serves as our seventh Communication on Progress (CoP) to the UN Global Compact. We are also reporting in line with the recommendations of the Task Force on Climate-related Financial Disclosures (TCFD).

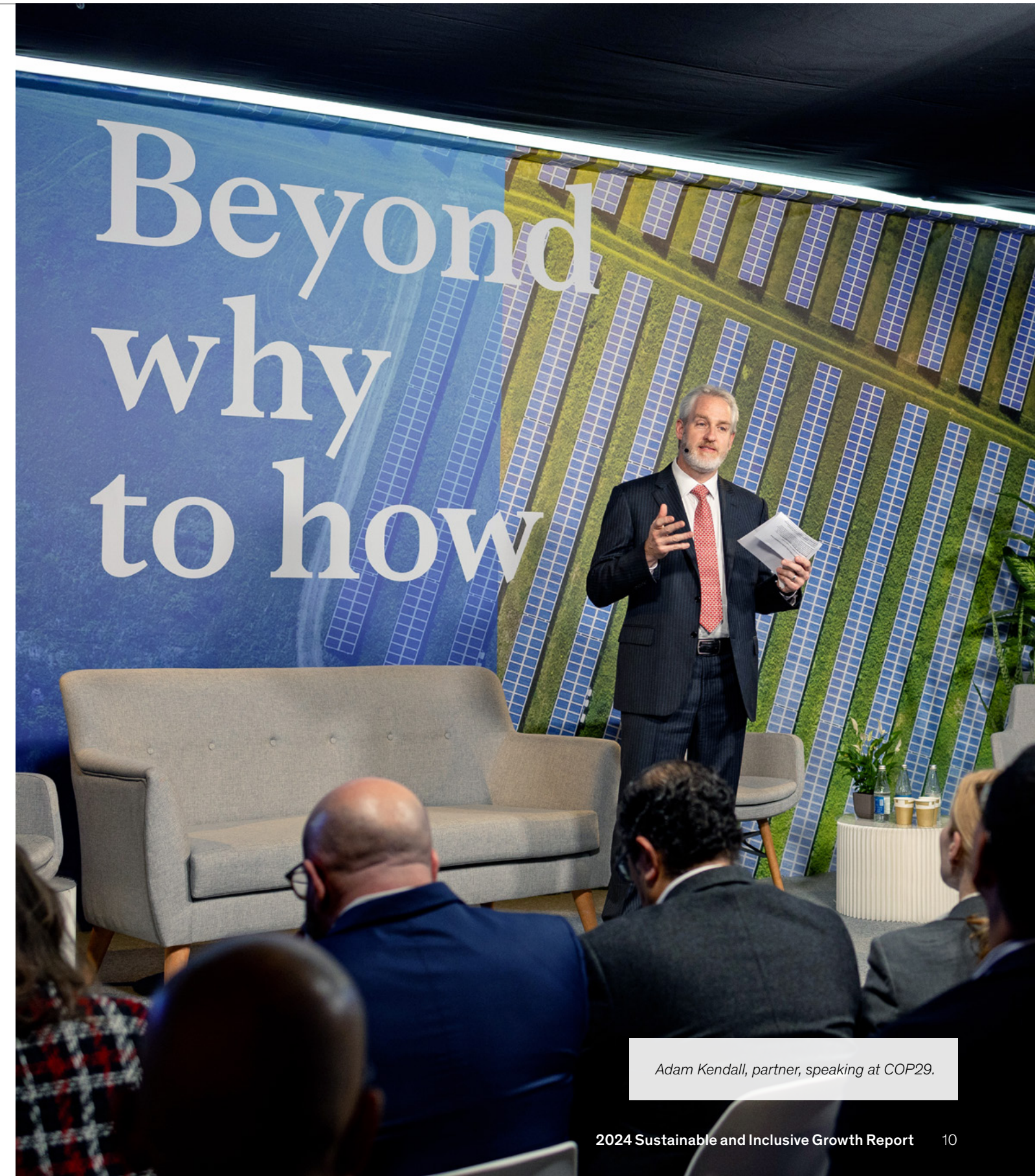
Our greenhouse gas (GHG) emissions inventory and renewable energy use data, as well as select social responsibility contributions data, were independently verified by Grant Thornton at a limited assurance level. See Grant Thornton's report of independent public accountants.¹⁶

► For questions about this report, please contact us at Social_Responsibility@McKinsey.com.

WE SUPPORT



¹⁶ Disclaimer: The analyses and conclusions contained in this report refer to the period of the calendar year 2024 and to information and data available to McKinsey and do not purport to contain or incorporate all the information. Although its content reflects McKinsey's current expectations regarding future events, the analyses and conclusions contained in this report are based on various assumptions, being based upon factors and events subject to uncertainty. Statements of expectation, forecasts, and projections relate to such future events and are based on assumptions that may not remain valid for the whole of the relevant period. Future results could be materially different from any forecast contained in the analyses. The analyses contained herein were undertaken by McKinsey as of the dates noted herein. McKinsey undertakes no obligation to revise or update any such analyses or any forward-looking statements.
© 2025. McKinsey & Company. All rights reserved.



Adam Kendall, partner, speaking at COP29.

