



20 May 2021

If you would like to collaborate in our next newsletter, contact us at [pr@meira.me](mailto:pr@meira.me)

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## Weekend reading list

- > Building a better future: Harnessing the power of sustainability in the Middle East. *Arabian Business* [Read more](#)
- > Rare Middle East push for women on boards runs into culture wall. *Bloomberg* [Read more](#)
- > Stop, drop and post: How social media supports emergency preparedness plans for Investor Relations. *Forbes* [Read more](#)

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## Publications



### **odyssey (by Emperor)**

As the world evolves in response to COVID-19, our awareness of the link between society and the corporate world has heightened. Sustainability issues are coalescing with core business activities and there is a drive for more integrated thinking. But how is disclosure adapting and how will it evolve in the future?

Each year, Emperor reviews the first 25 corporate reporting suites of the FTSE 350 to be released to identify the key themes and insight. This year's review, 'Navigating the sustainability odyssey', looks through a sustainability lens to understand how companies are using their communications

ecosystem to convey increasingly complex information across a range of topics.

[To download the white paper click here](#)

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## **MEIRA Updates**

from  
the  
GM



Summer greetings, MEIRA people, we hope you enjoyed the Eid holidays as much as we did, staycation, whatever it was.

What's the market saying, sell in May and go away? Well, after a most enjoyable and timely break, we are back with a busy few months ahead of us before we take the next one over what we hope is a long, hot, glorious summer of IR!

We see our international peers busily gearing up for their own annual conferences in June and we wish them all well. On our part, this month, next month and however long it takes, it's all about ESG as we respond to your sustainability reporting needs. Here's our initial check-list having gleaned what we think is most important for starters in your planning and let's face it, we have to begin somewhere, after all:

1. Reporting line - who is in charge and what does sustainability reporting mean for the organisation?
2. Should you re-define your sustainability reporting, if not start again?
3. Internal audit of your reporting - where are you, what do you currently have in place and is there anything that can usefully be re-purposed, if not be used as a starting point?
4. Who else do you need, including all internal resources available to build sustainability reporting, be it the team responsible for sustainability reporting, call it what you like, or anyone else: CSR; compliance; communications, internal and external; HR; IR; business lines; strategy; and of course, finance?
5. Who is the sponsor, your sustainability leader, if not champion and is it worth considering a broader approach to the task at hand, perhaps a steering committee, if not sustainability or ESG working group across the organisation?
6. Peer review - who is already doing this, what approach are they taking and what does

you and your business. Think strategically, otherwise, why do it?

7. If necessary, get some expert input, use the available resources that many service providers already offer.

8. Undertake a perception study - having identified your key stakeholders, all of them, internal and external, what do they currently see and think of the business, the Board/management and your existing communication efforts and supporting initiatives?

9. Analyse the responses, all the data you already have and decide what is most useful, material to the business and consider adding new metrics. Start collecting more data and making sense of what is needed by your stakeholders.

10. In the end, it takes time and the proof of the pudding is in the eating by your most important stakeholders: the Board; management; employees; customers; shareholders; the investment community; the public; and the policy-makers and regulators, to name some of them. You just need to decide and make a start, if you haven't already.

Ultimately, it's for you to work out, plan, resource and make work for your business in the competition for attention, if not capital. Do you wish to be externally assessed and regarded as a truly responsible, transparent and sustainable business, one that your stakeholders believe in and support through thick and thin? In many ways, ESG represents an enormous opportunity for business to step up, given a licence to operate, recognise who and what matters, by integrating more extra-/non-financial information into your narrative. Use it to your advantage in the very visible and tangible world of public capital markets. It's your reputation, after all, so what are you going to do about it?

Begin the beguine, MEIRA, behind you every step of the sustainable business way!

Best wishes,

Team MEIRA

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## Events

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# ESG MAY AT MEIRA!

A SERIES OF EVENTS AND INITIATIVES FEATURING  
THE LATEST ESG TRENDS IN THE IR WORLD!

Join us for a month of ESG at MEIRA, a new series of events and thought leadership initiatives to bring you the latest trends in partnership with our regional and international experts!

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> **ESG 2.0 – A conversation with Guy Opperman, UK Minister for Work and Pensions:** 27 May. [Registration here](#)

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> **MEIRA D&I Working Group Roundtable:** 26 May. *By invitation only*

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> **Best Practices for IRO's Beginning their ESG Journeys - with IHS Markit:** 10 June. *Registration will open soon*

ESG MAY AT MEIRA

## ESG 2.0 - A CONVERSATION WITH GUY OPPERMAN, UK MINISTER FOR WORK AND PENSIONS

27 MAY, 2021, FROM 12:30PM TO 1:30PM (UAE TIME)

ORGANISED BY



BROOME  
YASAR  
PARTNERSHIP

Join us for a timely conversation with **Guy Opperman, UK Minister for Work and Pensions**, as we hear from a leading policy-maker who introduced new ESG regulations to make pension funds factor in sustainability. We all appreciate that this is truly a topic of our times, and indeed for the next generation, so what does this mean for investment

The discussion will be moderated by Oskar Yasar, Managing Partner, Broome Yasar Partnership, always a MEIRA favourite, and supported by our very own Redwan Ahmed, DP World's VP of IR, as well as a buy-side perspective.

[Click here to register](#)



## UNDERSTANDING THE NEXT GENERATION OF SAUDI RETAIL INVESTORS

Saudi-based retail investors make up approximately 67% of trading volumes on Tadawul. Understanding this cohort's attitude and behaviour, especially the new generation of retail investors, towards media channels and content is imperative when devising an effective investor relations and communication strategy that resonates with key stakeholder groups.

In this webinar, **MEIRA and Brunswick Group** will share the key findings and insights from a survey of 310 retail investors across Saudi Arabia that includes the topics that retail investors are keen to learn more about when making an investment decision, the type of content that is most salient with them, and where they source trusted information.

The event is taking place on **25 May at 3.00 pm KSA Time**.

[For more information, click here.](#)

[To register, click here](#)

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## Careers



### Investor Relations Manager - UAE

A listed company in the UAE is looking for an Investor Relations Manager. To download the job description and apply, visit: [meira.me/careers/](https://meira.me/careers/)

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## Training



### MEIRA TRAINING

*Visit [meira.me/training](https://meira.me/training)  
to check the 2021  
Calendar*

**Register now**

**Are you looking for bespoke or in-house training?**

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## Members



### Do you want to join MEIRA?

Don't miss the opportunity to join our IR community and become a member today.

You just need to fill our [membership form](#) and send it to [info@meira.me](mailto:info@meira.me) in order to finalise the process.

We are looking forward to welcoming you!

[Membership form](#)

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#### About Middle East Investor Relations Association

The Middle East Investor Relations Association (MEIRA) is an independent non-profit organisation dedicated to promoting the Investor Relations (IR) profession and industry standards in corporate governance. The mission of MEIRA is to enhance the reputation, efficiency and attractiveness of the Middle East capital markets.

This involves a commitment to fostering increased dialogue among its members and to encourage them to share and adopt best practice techniques within the field of IR. In partnership with stock exchanges, regulators and other market participants, MEIRA supports companies through its professional development and certification programmes as well as its membership community and network of country chapters.



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