

ESG MAJLIS AT MEIRA

Telling a compelling ESG story

6 July 2021



 middle east
investor relations
association

emperor

Introduction: Speakers

Jo Wade

Communications Consultant
and Partner at Emperor

Jo is a Chartered Accountant, having begun her career with Grant Thornton in London 20 years ago working across their audit and risk management teams. Following a brief period in Transaction Services, she moved in-house to work at AutoTrader and was involved in some interesting commercial projects as they prepared to list the business on the FTSE main market.

She has worked in communications for over ten years and over that time has supported many blue chip clients as well as smaller companies across their reporting suite, providing strategic advice and helping them to tell their corporate story in a succinct and engaging way, across appropriate channels and to a range of audiences.

Since being at Emperor she has worked across its reporting and employee experience teams for clients such as Reckitt Benckiser, PZ Cussons and BT.

Jennifer Suleiman

Chief Sustainability Officer
at Zain Group

Jennifer was appointed Zain Group's Corporate Sustainability Officer in 2018, leading and overseeing sustainability strategy at the Group level and supporting all of Zain's operations. Since she established the Corporate Sustainability department in 2005, she has positioned Zain as a leader in Sustainability through sheer determination and pushing the agenda to see the company grow and embrace sustainability in all aspects of its digital growth strategy.

She joined Zain in 1993, heading up PR and Advertising for 10 years when the company was known as MTC. One of Jennifer's main drivers is to ensure that the company has a sound social contract whereby it actively addresses its various socio-economic and environmental impacts, while simultaneously ensuring that there is a shared value approach to all its initiatives.

Lina Ruiz

Head of Social Responsibility
at WeTransfer

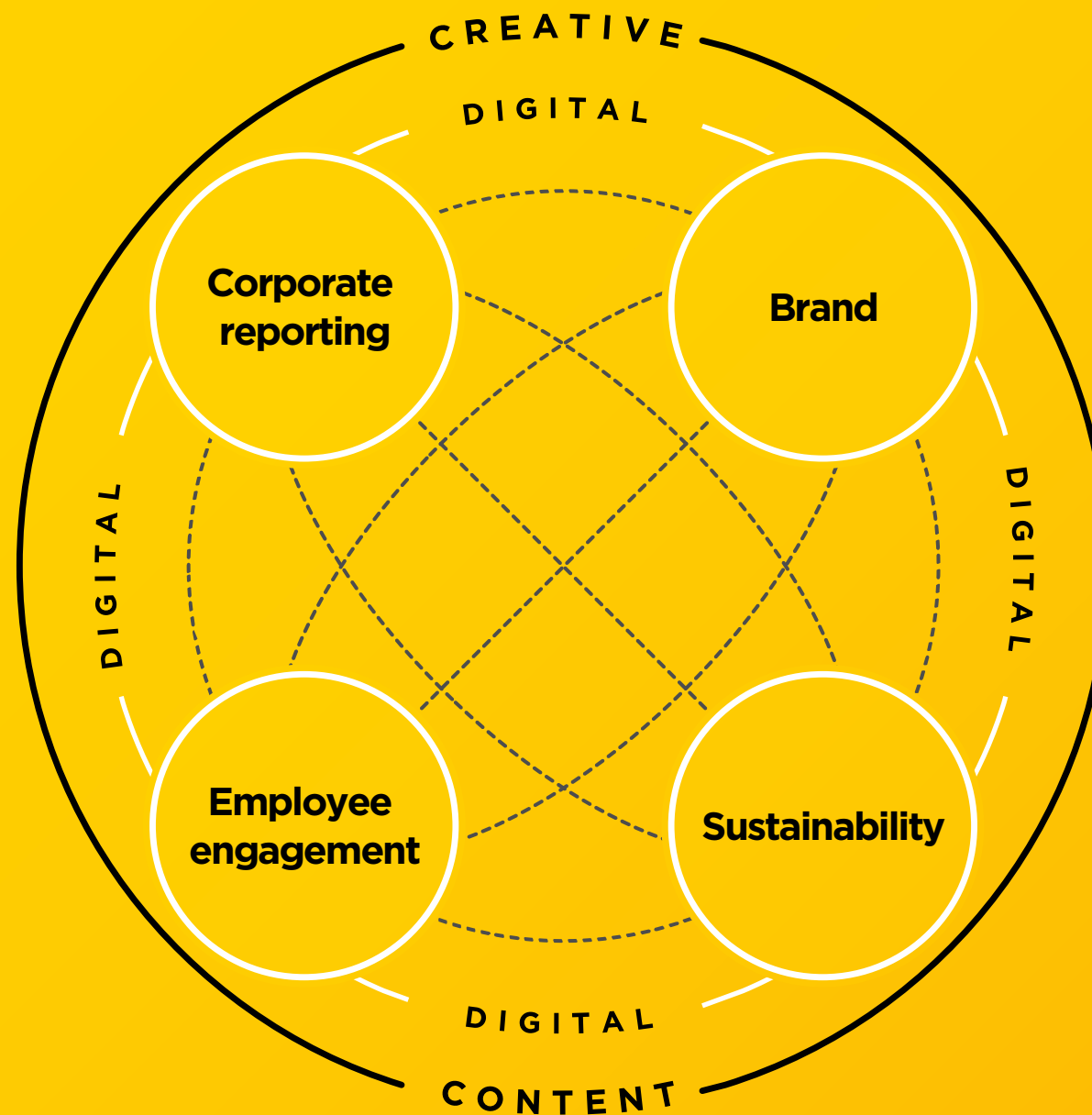
Lina is the Head of Social Responsibility at WeTransfer and plays a key role in the company's expanding Environmental, Social and Governance (ESG) efforts. She has vast experience in developing and implementing global strategies, partnerships, communications and reporting.

Since joining WeTransfer, she has developed and executed sustainability strategies, created value and increased stakeholder engagement, and driven social investments in the community.

She has worked for over 10 years in the sustainability and tech sector, and with this experience and her expertise in the B Corporation framework, she has supported WeTransfer's B Corp certification process and started the Social Responsibility department.

We are Emperor

Delivering integrated communications for 25 years



First 25: Navigating the Sustainability Odyssey

Our latest research findings at a glance

Adaptation and
demonstrating empathy

56%

have changed risk
management processes



Purpose is being
put into action

92%

clearly state their purpose
in the annual report



Corporate & sustainability
strategy parity

80%

align to one or more
sustainability frameworks



Culture is a
strategic imperative

92%

discuss people and culture
in a meaningful way



Lots of talk, but little
action on diversity

74%

of those undertaking a
materiality assessment, report
DE&I as a material issue



Smarter use of a
reporting network

80%

produce voluntary
supplementary reporting



TELLING A COMPELLING ESG STORY

Storytelling

What is it?

Your corporate narrative is the foundation

WHY...

do we exist and what are we trying to achieve?

HOW...

will we achieve this?

WHO...

are we trying to engage/connect with?

WHERE...

do we communicate?



A balance of communications vs compliance

Building trust through
stakeholder reporting

Developing best
practice approach
to reporting
beyond **mandatory
disclosures.**

Understanding
voluntary
**disclosure
frameworks** and
how these can be
used to drive
better business.

Activating and embedding through
strategy and communications

Developing a
**strategic approach
to sustainability**
that meet
stakeholder
grounded in
research and
insights.

Creating
compelling
communications
that meet
stakeholder
expectations and
requirements.

TELLING A COMPELLING ESG STORY

Getting started on *your* journey

Understanding the elements that make up your story

Context

Where do you sit in the value chain?

What trends are impacting your business and how are you responding to them?

Stakeholder engagement

How have you engaged?

What material issues were identified?

How has this informed your strategy?

Strategic priorities

What are your areas of focus and why are they important?

Do they align to frameworks?

Targets and KPIs

How will you measure progress against your strategy?

What milestones have you set out?

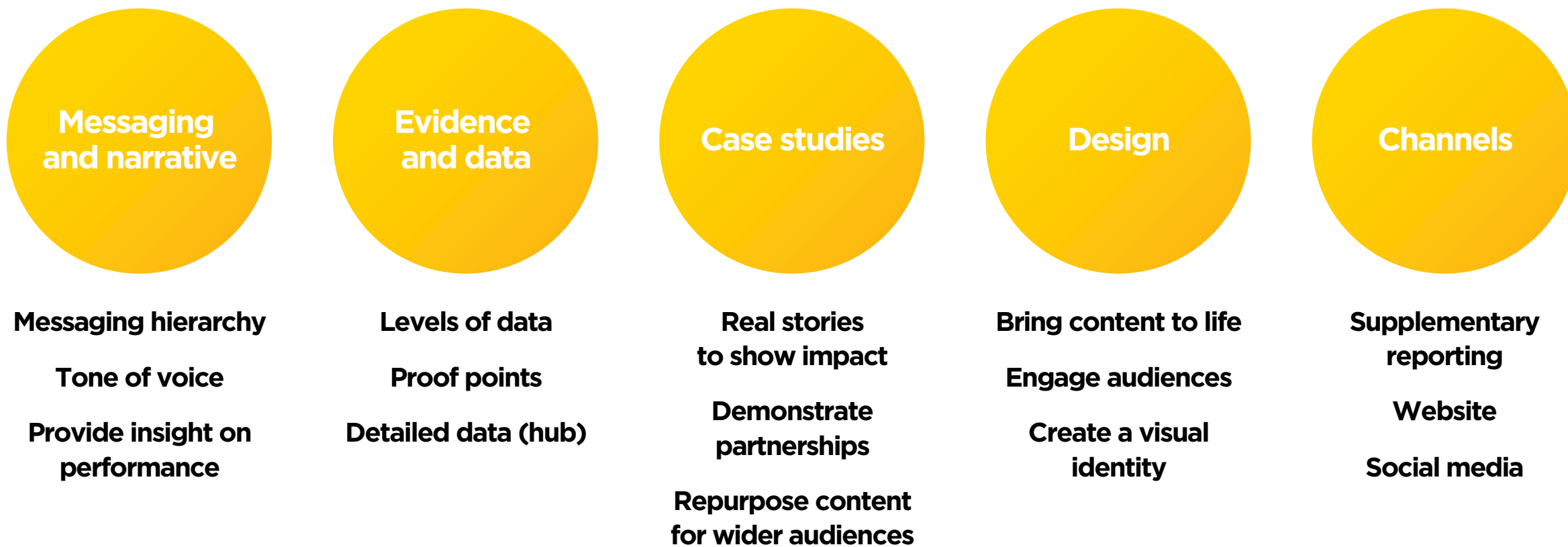
How will you collect the data?

Governance

What processes are in place to monitor sustainability?

Who has overall responsibility for this area?

Telling a compelling story



Our guiding communication principles

Completeness

Balance

Progress

Authenticity

TELLING A COMPELLING ESG STORY

Putting the theory into **practice**

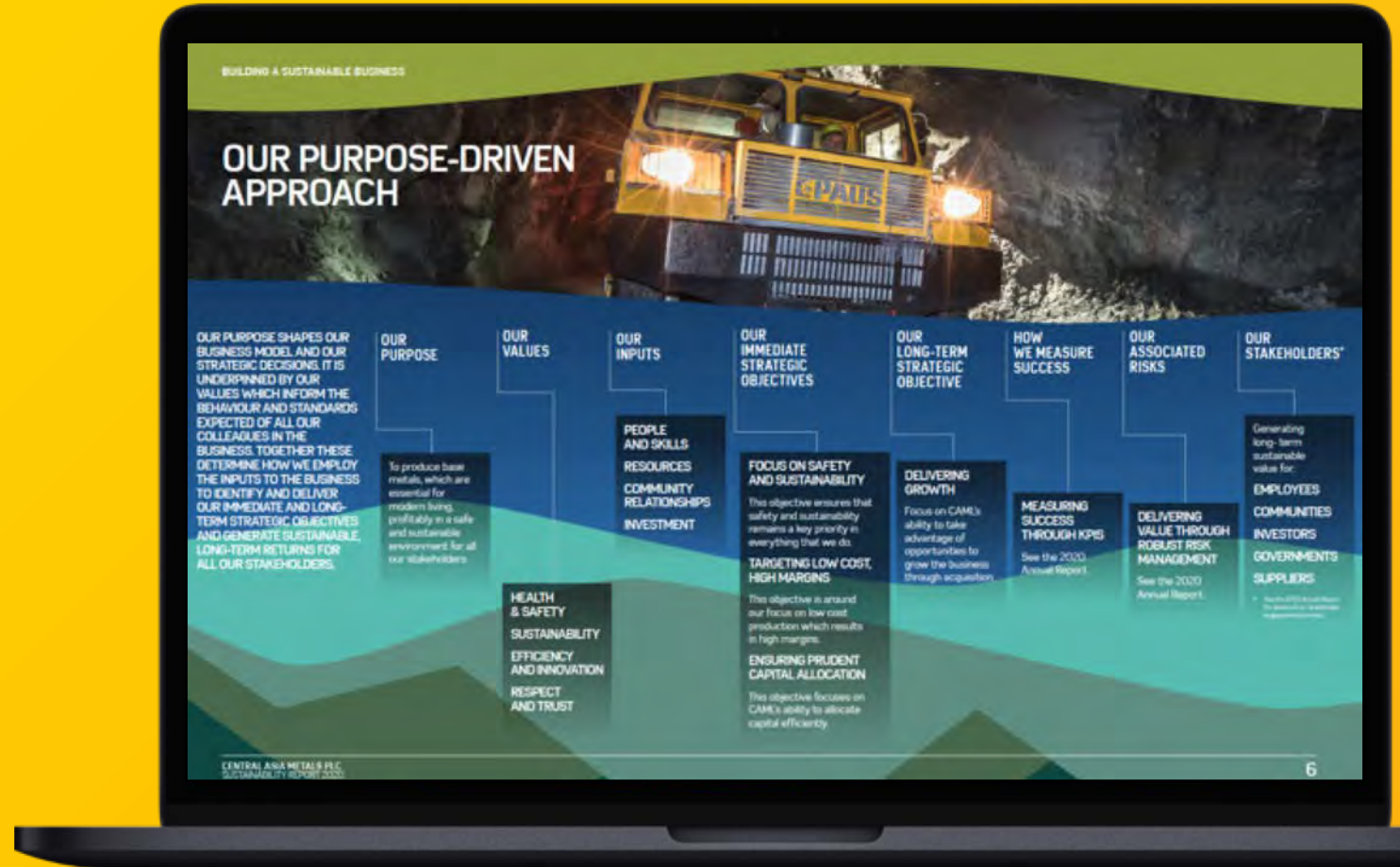
Zain Group Sustainability Report 2020

Key Elements

- ✓ Extensive and detailed report
- ✓ Group business model included
- ✓ Independent Assurance Report



[CLICK TO VIEW](#)



Zain Group Sustainability Report 2020

Key Elements

- ✓ Clear Mission, Vision and framework alignment
- ✓ Pillars with goals/aspirations
- ✓ 10-year journey of reporting

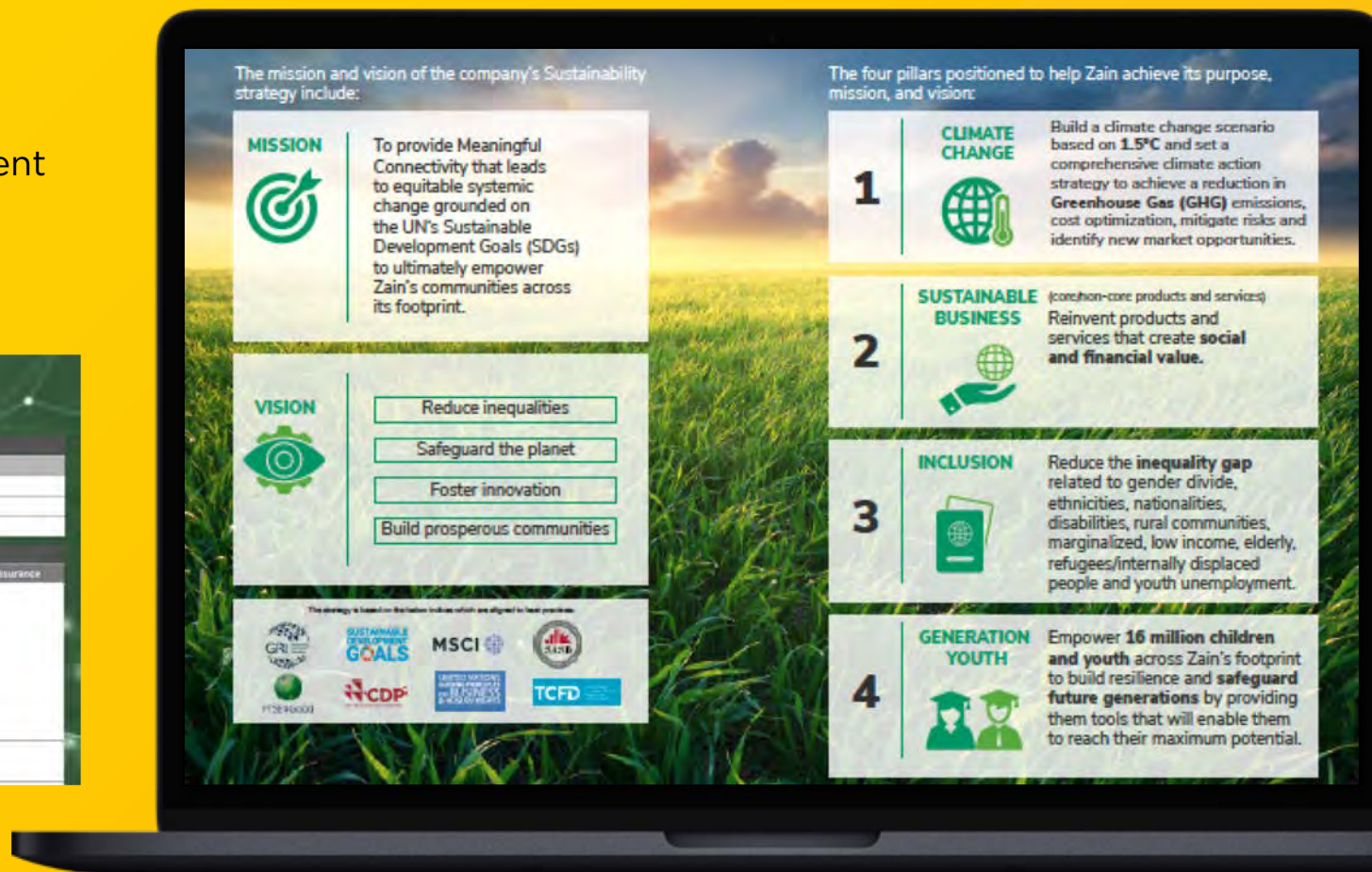
Appendix A:
SASB Telecommunication Services Sustainability
Accounting Standard Content Index

Activity Metrics

SASB Code	Activity Metric	Disclosure
TC-TL-000.A		
TC-TL-000.C		
TC-TL-000.D		

Appendix B:
GRI Standards Content Index

Standard Disclosure	Section	Comments	External Assurance
102-1 Report the name of the organization.	Company Overview		Yes
102-2 Report the primary brands, products, and services.	Company Overview, Products and Customers		Yes
102-3 Report the location of the organization's headquarters.	Company Overview		Yes
102-4 Report the number of countries where the organization operates, and names of countries where either the organization has significant operations or that are specifically relevant to the sustainability topics covered in the report.	Company Overview		Yes



Zain Group Sustainability Report 2020

Key Elements

- ✓ Section for each pillar
- ✓ Clear and engaging Challenge and Response
- ✓ Alignment to SDGs, SASB and GRI



Zain Group Sustainability Report 2020

Key Elements

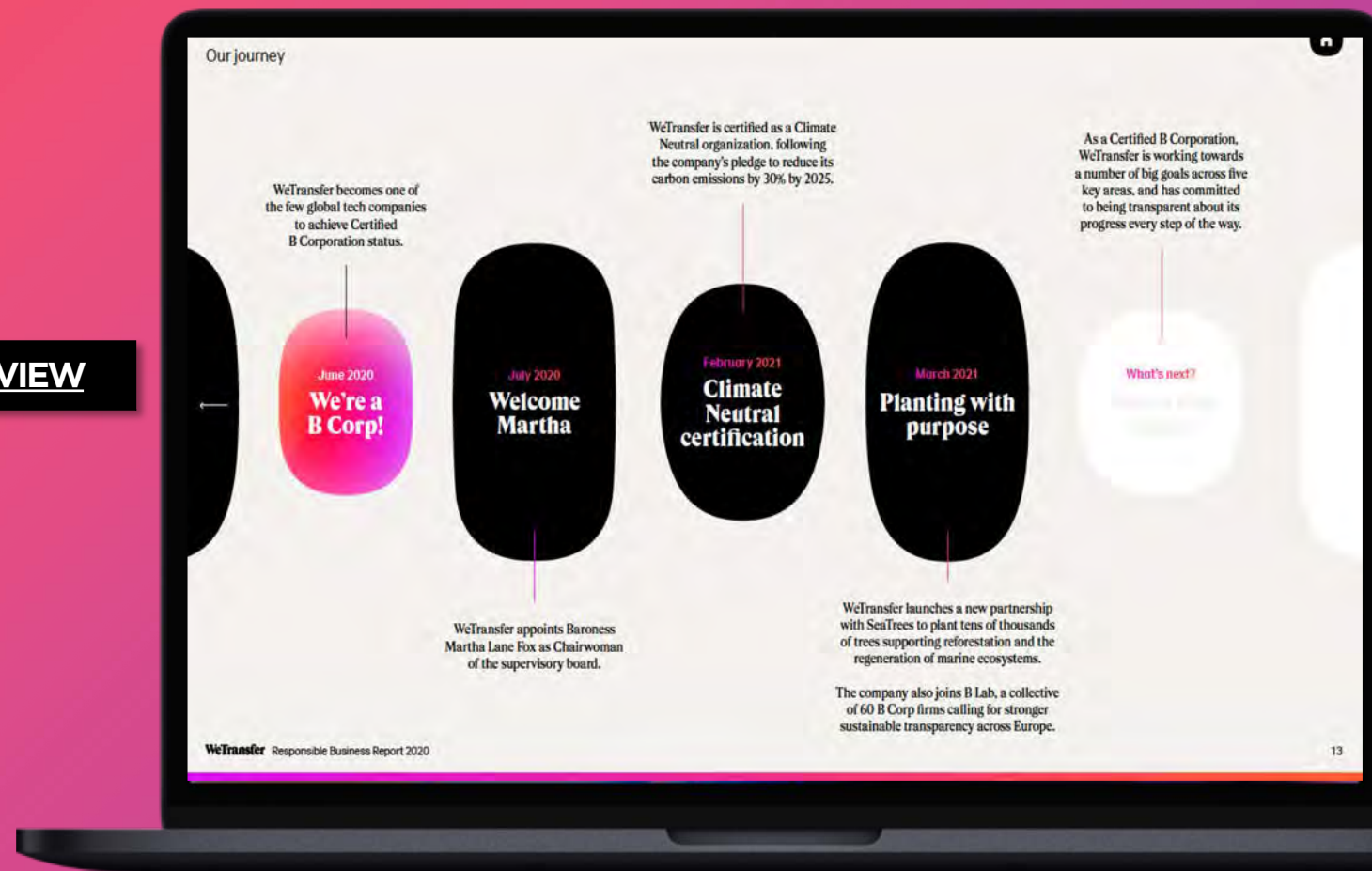
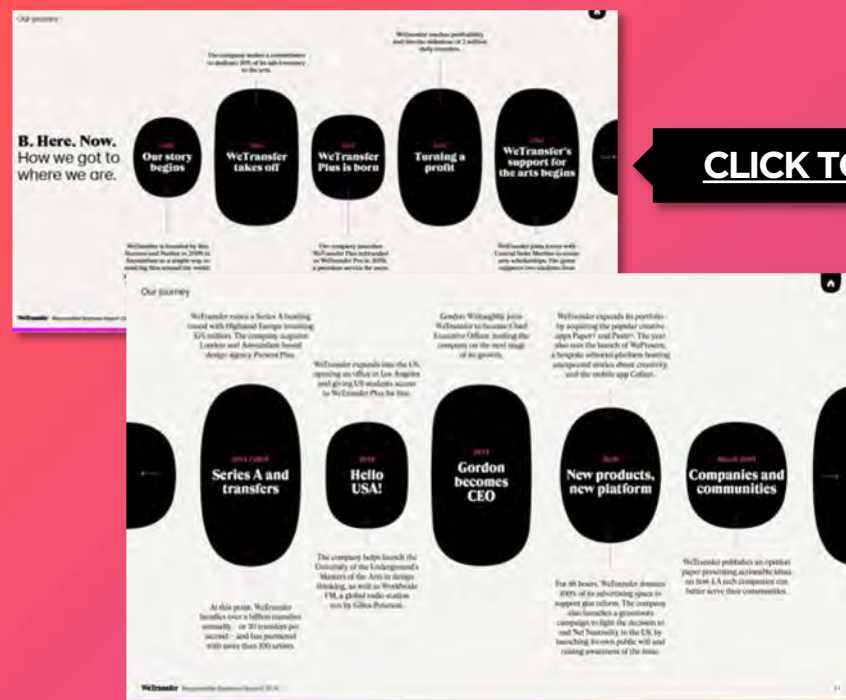
- ✓ Visual strategy and Risk Management Framework



WeTransfer Responsible Business Report 2020

Key Elements

✓ The journey



WeTransfer Responsible Business Report 2020

Key Elements

✓ Tone of voice

Jargon buster.

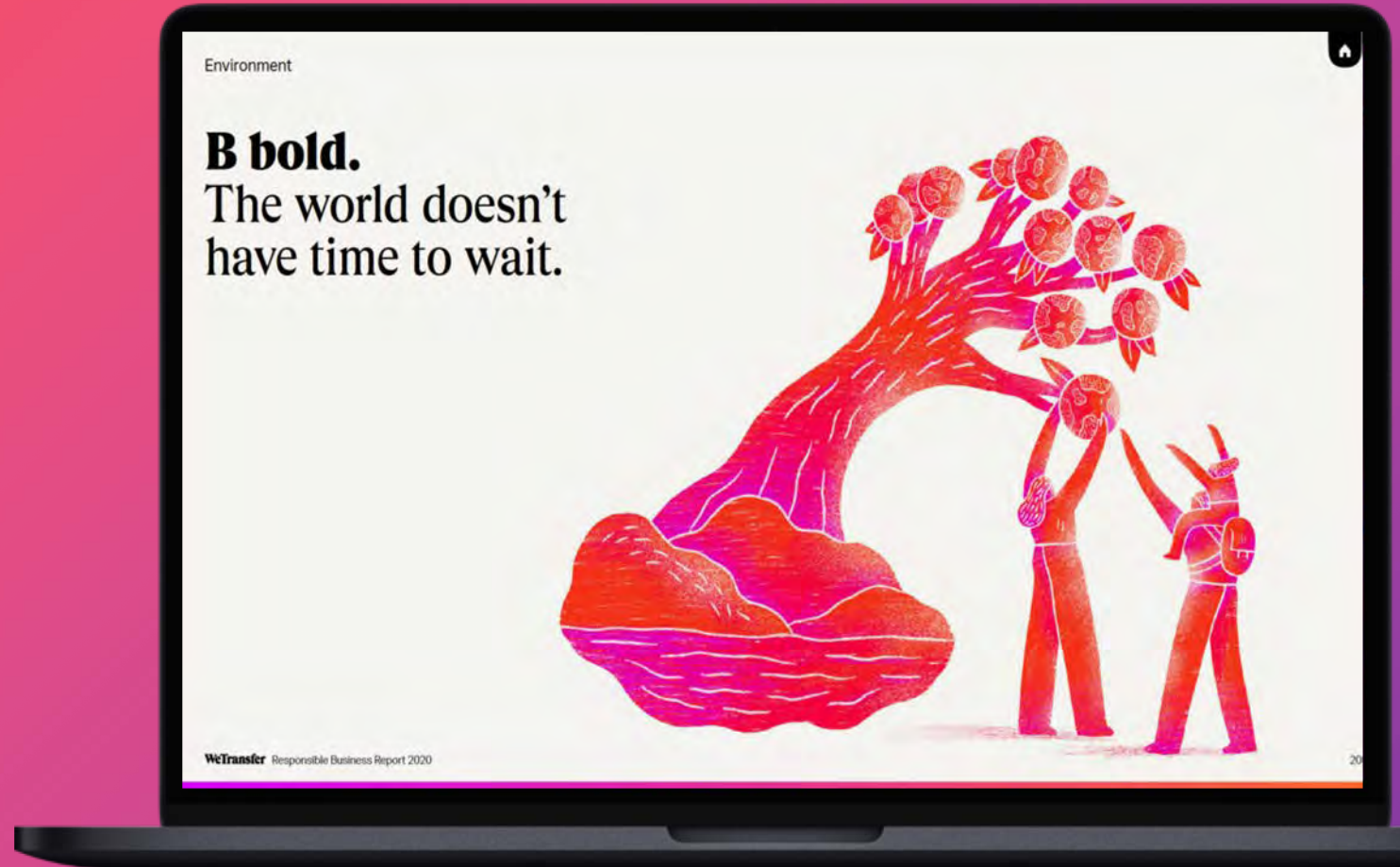
We deciphered the acronyms, so you don't have to.

Jargon. You hate it. We hate it. But when it comes to sustainability reporting, it's really hard to avoid it.

Here's your guide to the main acronyms in this report. GHG from

Unashamedly ambitious goals.

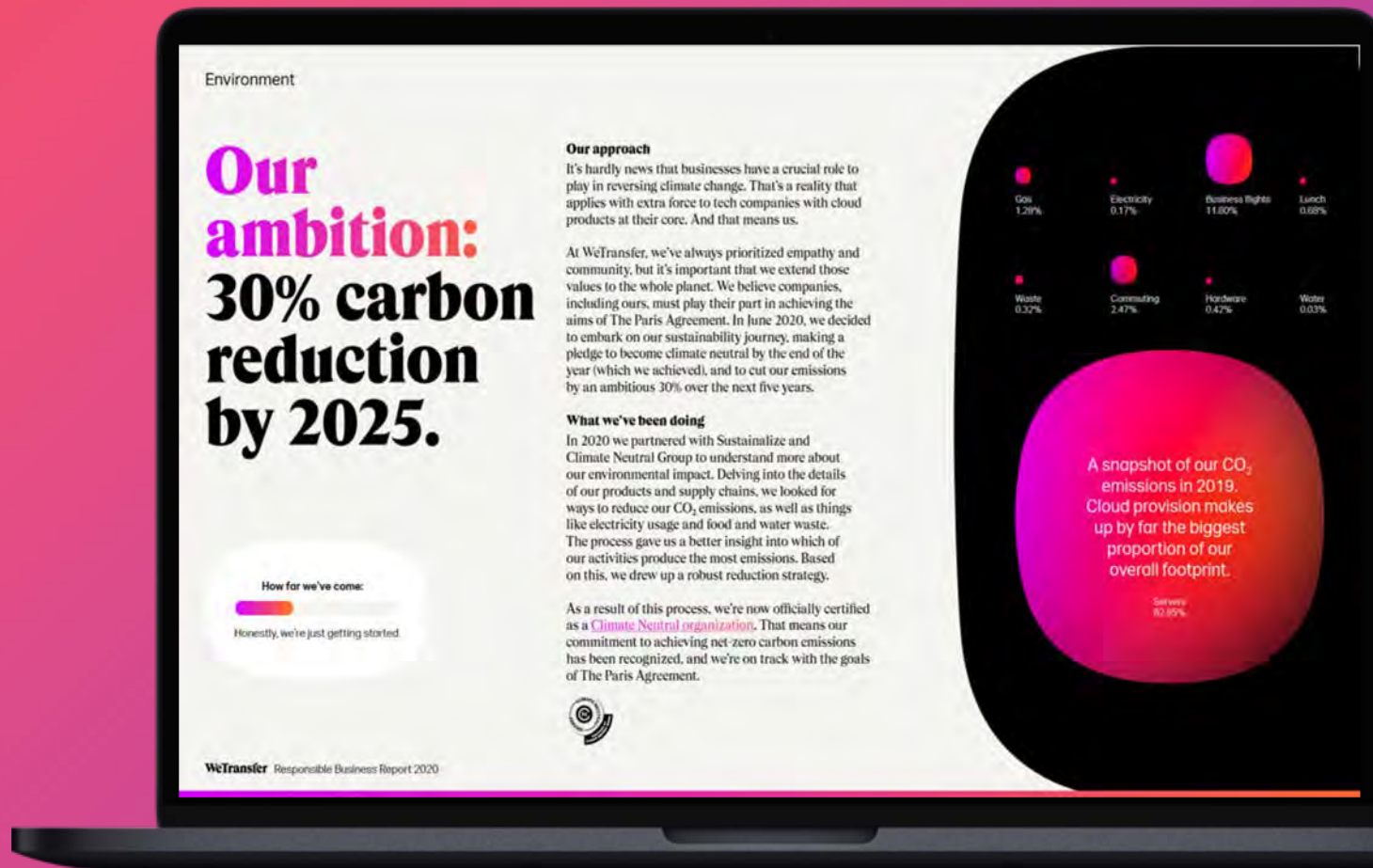
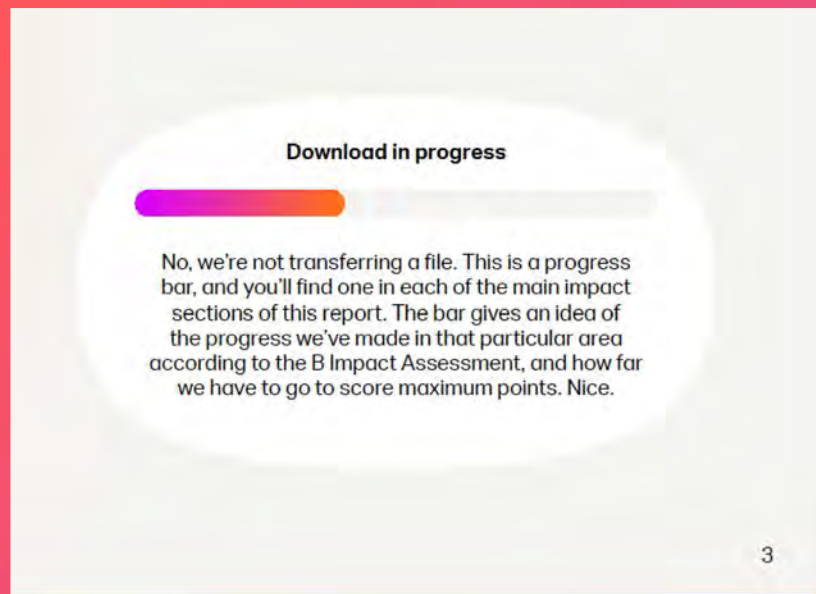
If you don't aim high, why aim at all?



WeTransfer Responsible Business Report 2020

Key Elements

- ✓ Progress bar



WeTransfer Responsible Business Report 2020

Key Elements

- ✓ Clear ambitions, SMART goals and case studies

Index

Environment

Topic	SASB Code	Accounting metric	Unit of measure	2019 data	2020 data
Environmental footprint of hardware infrastructure	TC-IM-130a.1	Total energy consumed	kWh	57,089	58,991
		Percentage grid electricity	Percentage (%)	100%	100%
		Percentage renewable	Percentage (%)	100%	100%
TC-IM-130a.2		Total water consumption	Thousand cubic meters (m³)	854	917
		Total water consumed, percentage of each in regions with high or extremely high baseline water stress			
			N/A	WeTransfer's operations aren't in water-deprived areas, NL, UK, and USA, according to the World Resources Institute's Aqueduct Water Risk Atlas.	
TC-IM-130a.3		Discussion of the integration of environmental considerations into strategic planning for data center needs	N/A	<p>Energy use and offsetting:</p> <ul style="list-style-type: none"> HQ office: 100% renewable energy from local Dutch sources. London and LA offices: mix of renewable and non-renewable sources. 100% of the non-renewable portion is matched with carbon offsets. Servers: energy provided indirectly through Amazon Web Services. 100% is offset. <p>This means that 100% of our estimated direct and indirect non-renewable power use was offset in 2019, and will continue to be in 2020.</p>	
		Waste management	N/A	As a cloud-based collaboration and creativity software company, our waste comes from our offices. In the Netherlands we work together with Remon, which exclusively focus on extracting value from waste. Our waste is either recycled (81.72%) or used for energy recovery.	
		Greenhouse gas (GHG) and air pollution	Tonnes	2,364,712	2,703,009P
		Environmental campaigning and amplification	Testimonials	"We have had such AMAZING people contacting us – including installation artists, schoolteachers, influencers, and a wealth of brands. They all said they had come across us via WeTransfer. Thank you so much!"	
			Number of campaigns	2	2
			Number of collaborations	2	2
			No Planet No Fun The Ocean Agency's coral reef-saving initiative Giving Purpose Disruptors/The Great Reset		
			Donations, euros amount	225,000	150,000

WeTransfer Responsible Business Report 2020

Supporting the UN SDGs

17 ways to change the world.

Launched in 2015, the United Nations' 17 Sustainable Development Goals (SDGs) align the actions of governments, civil society and businesses around a common set of goals, with the aim of building a sustainable, fair future for everyone.

Because every question in the B Impact Assessment is aligned with the SDGs, we can see how our business is addressing the 169 targets that sit behind the 17 goals. Through the lens of our business strategy, we can also see where we can make the biggest impact towards achieving the goals.

The four SDGs to which we can make the biggest contribution are:

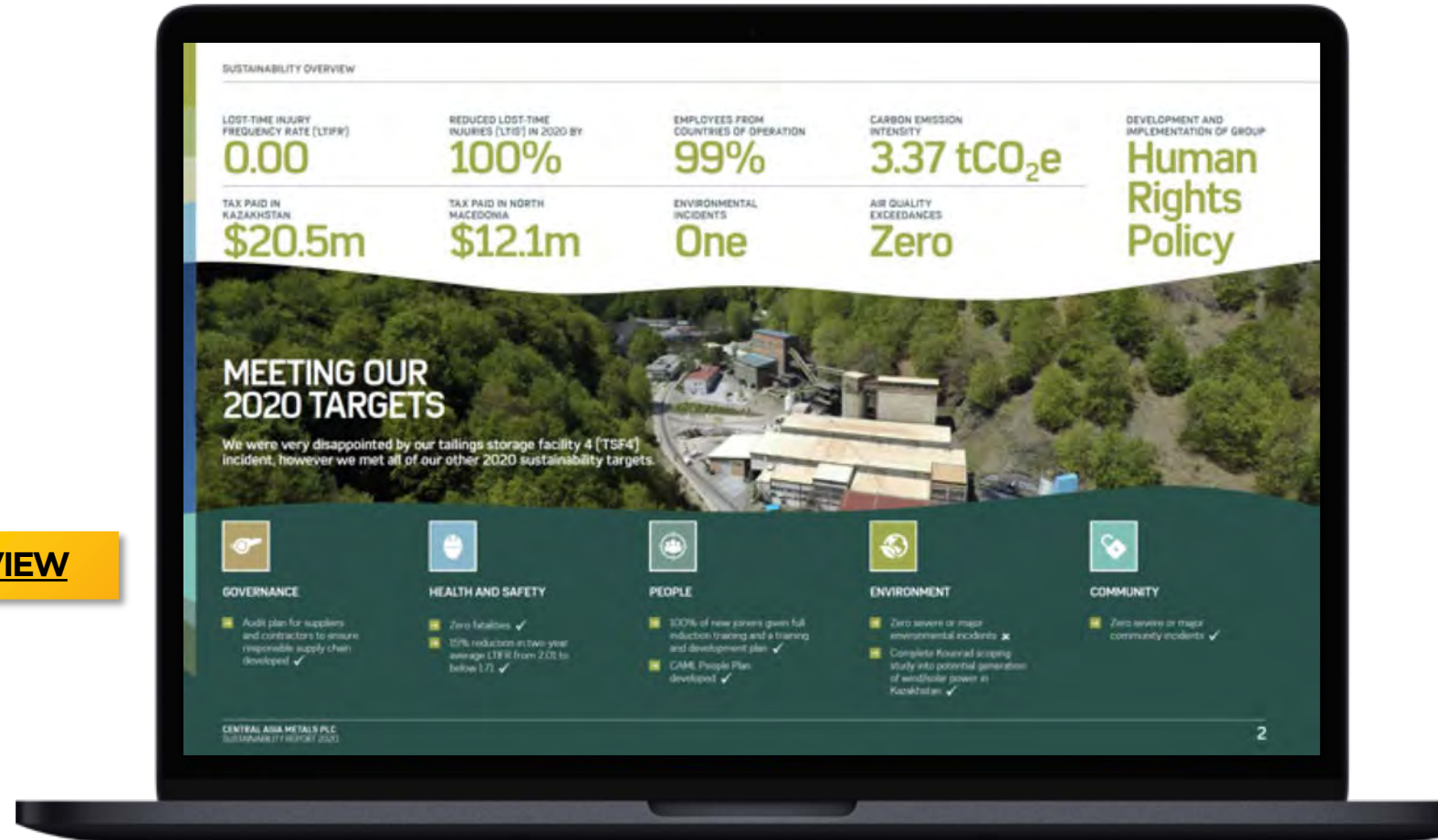
- 5 Gender equality (read more on pages 27 and 40)
- 8 Decent work and economic growth (read more on pages 25 and 39)
- 10 Reduced inequalities (read more on pages 27 and 31)
- 13 Climate action (read more on page 21)

SDG	Why it's our focus	Our approach
5 GENDER EQUALITY	The sectors we operate in have been predominantly White and male for years. We are conscious of the active role we need to play to balance the scale.	Externally, we champion diversity through WePresent. Internally, through our recruitment practices, we're focused on increasing the proportion of people from underrepresented groups in our business, with the aim of becoming a majority diverse organization by the end of 2021.
8 DECENT WORK AND ECONOMIC GROWTH	It's time for business as unusual. Businesses need to have empathy at their core. Or, as Project Everyone Founder Gail Gallie put it, "Businesses have a unique, vital role to play ... if all are guided at least by a basic and uncompromising sense of empathy for every single person they touch, then we might have a chance of turning the mothership around."	Our overall goal is to be a leader in responsible tech and be a company that has a positive impact on our employees, customers, community, shareholders, and the environment.
10 REDUCED INEQUALITIES	Income shouldn't be a blocking point for creativity or to being creative. The creative community needs to grow strong, to continue to amplify, inspire and provide a different perspective.	Free access to creative tools no matter your income. Our overall goal is to continue to provide a set of tools that can serve the needs of the creative community regardless of their income. We give free access to essential work tools for anyone working with digital content. We enable them to share that content for free with anyone, anywhere in the world.
13 CLIMATE ACTION	Cloud-based services contribute to climate change. Addressing environmental impact is particularly complex for technology firms with cloud products at their core; we need to start to take action.	We set out targets, shared our data and are now making progress. We measured WeTransfer's carbon emissions. Then we partnered up with environmental specialists who carried out a robust analysis of our calculations and the effectiveness of our carbon reduction strategy, auditing the source and scale of our emissions.

Central Asia Metals PLC Sustainability Report 2020

What we like

- ✓ Clear overview and highlights
- ✓ Authentic and honest reporting

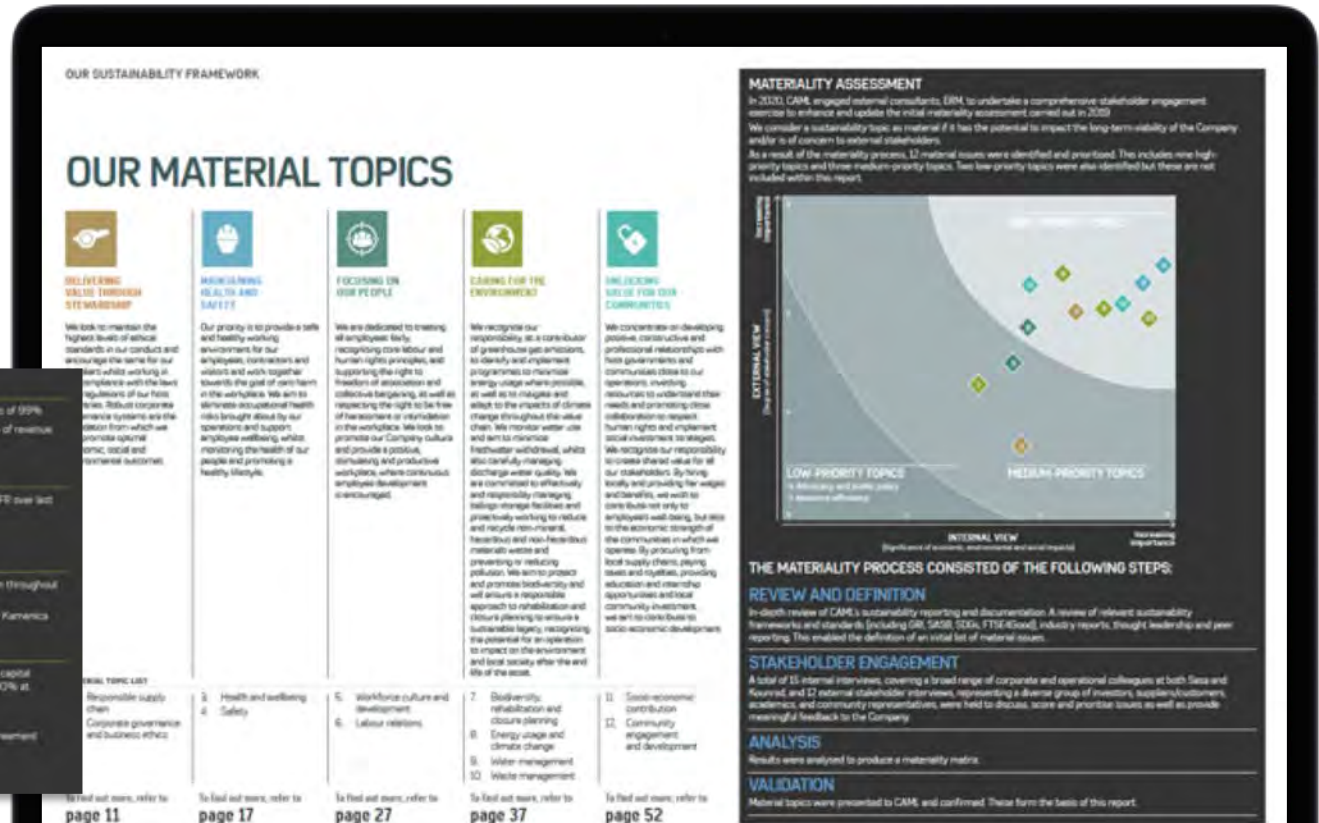


Central Asia Metals PLC Sustainability Report 2020

What we like

- ✓ Material Issues and Matrix, as well as the process
- ✓ Alignment to UN SDGs and GRI with performance and goals

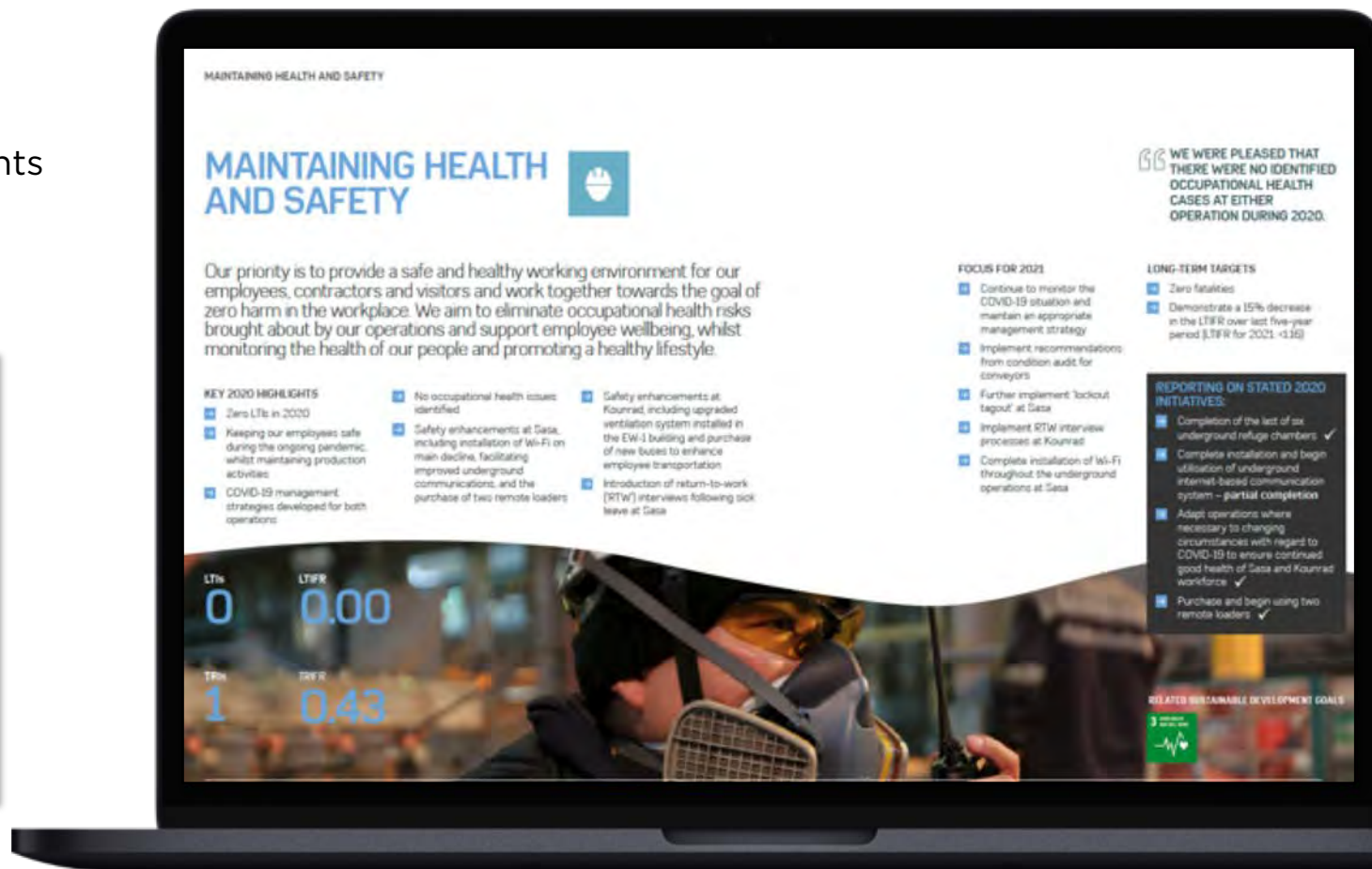
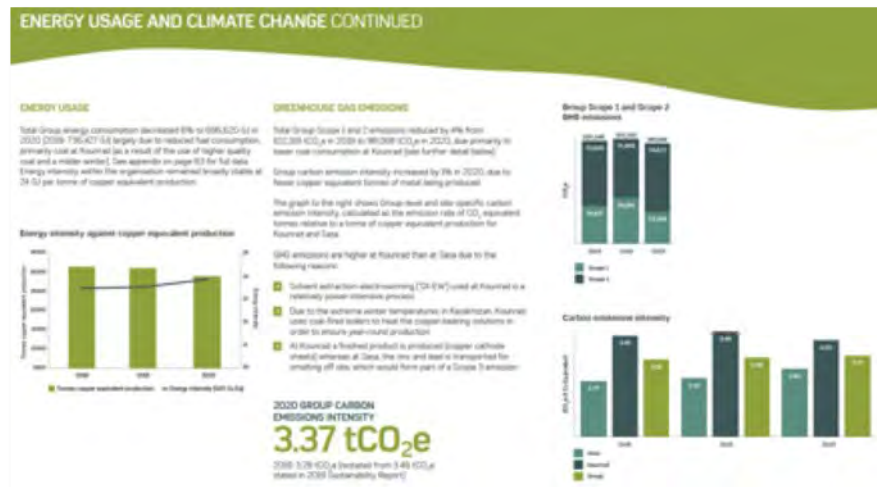
SDG	COMMITMENT	2020 PERFORMANCE	CAMEL RELATED GOALS
 1 POVERTY END POVERTY IN ALL ITS FORMS EVERYWHERE	We prioritise local employment in regions where opportunities are sparse and are committed to providing support to the communities close to our operations, where it is needed. Through the transparent payment of taxes, we support economic development in our countries of operation.	<ul style="list-style-type: none"> 90% local employment in North Macedonia 100% local employment in Kazakhstan \$0.5m social investment \$12.5m taxes paid in North Macedonia and Kazakhstan 	<ul style="list-style-type: none"> Maintain local employment in excess of 99% Social investment of at least 0.25% of revenue into charitable foundations
 3 GOOD HEALTH AND WELL-BEING ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES	We have a steadfast commitment to safety and aim to achieve a zero-harm workplace. The Company has a range of initiatives and resources to promote and improve well-being amongst our workforce and in the local communities.	<ul style="list-style-type: none"> 13FR of 0.00 Acted quickly and efficiently to implement respective government guidance at each of our operations following the outbreak of COVID-19 	<ul style="list-style-type: none"> Demonstrate a 35% decrease in LTFR over last five-year period Zero fatalities
 4 QUALITY EDUCATION ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL	We provide professional development, vocational training and training courses to our employees and contribute to broader education through the provision of community training programmes, scholarships and investment and support for local schools.	<ul style="list-style-type: none"> 19 hours training per employee at Sasa 47 hours training per employee at Kounrad Sponsoring students in the fields of mining and environmental studies 	<ul style="list-style-type: none"> 2021 skills analysis to be undertaken throughout the Group Develop and execute 2023 plans for Kamenica Training Centre
 8 DECENT WORK AND ECONOMIC GROWTH PROMOTE SUSTAINABLE, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL	We contribute to the economic growth of our countries of operation through the provision of employment opportunities and fair wages, the transparent payment of taxes and preferential local procurement. We are committed to upholding human rights in our workforce, as well as through our supply chains and to respect and abide by all applicable laws regarding modern slavery, child labour and human trafficking.	<ul style="list-style-type: none"> \$26.7m in wages and benefits \$29.9m spent with local suppliers in North Macedonia \$8.2m spent with local suppliers in Kazakhstan Annual Human Rights and Modern Slavery letters sent to our main suppliers 	<ul style="list-style-type: none"> Local procurement goals (excluding capital programmes) of 50% at Sasa and 30% at Kounrad's Gory Kama subsidiary Zero human rights abuses Implement three-year collective agreement at Sasa



Central Asia Metals PLC Sustainability Report 2020

What we like

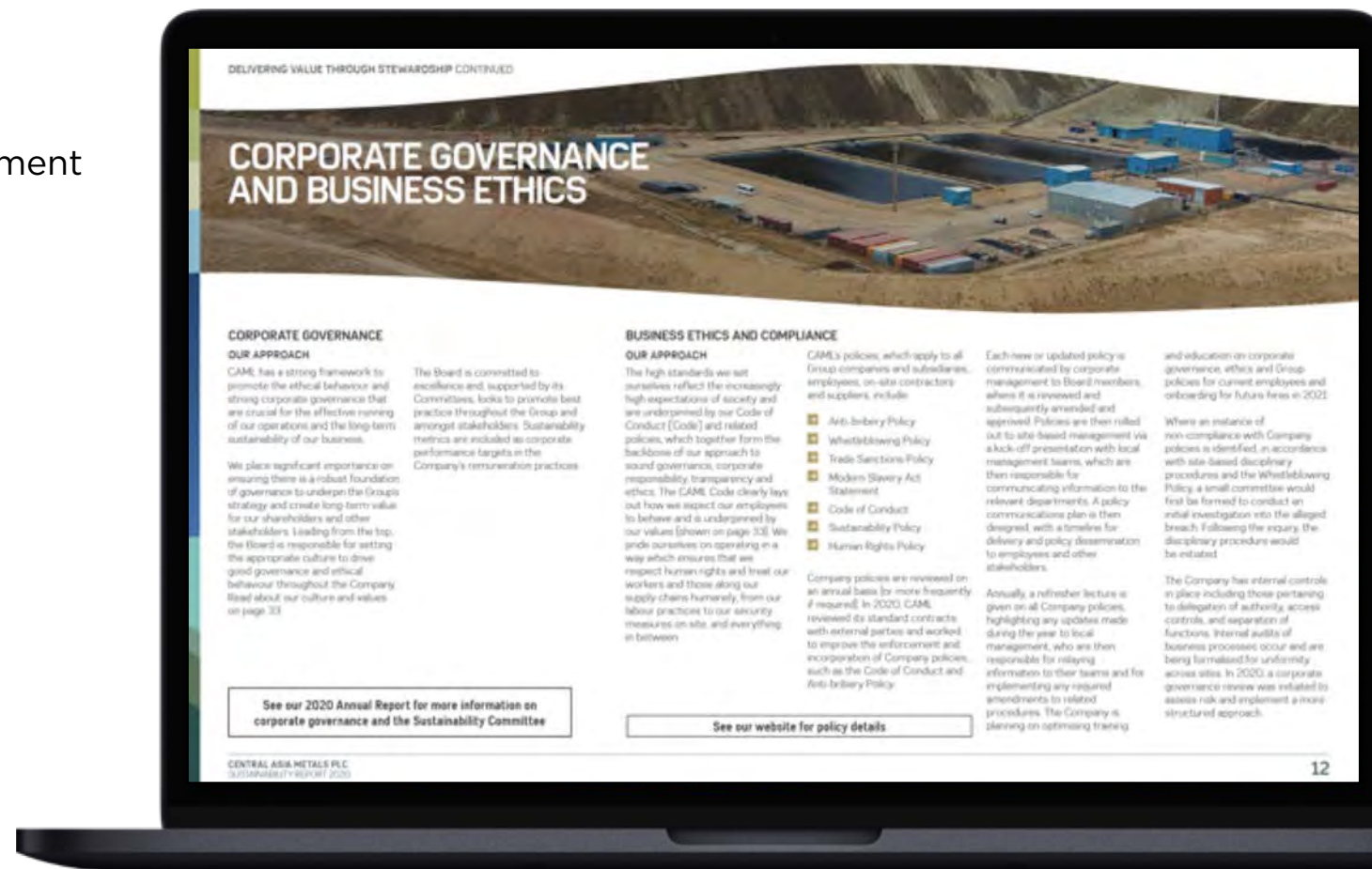
- ✓ Breaks down each priority area with highlights and metrics, future plans and targets



Central Asia Metals PLC Sustainability Report 2020

What we like

- ✓ Sustainability governance and Risk Management
- ✓ Links to Annual Report and Website for more information



DP World Annual Report 2020

What we like

- ✓ Clear intro to Strategy wheel
- ✓ Materiality matrix and how each priority and focus area sits within ESG categories
- ✓ Top level highlights and partnerships and memberships

CLICK TO VIEW

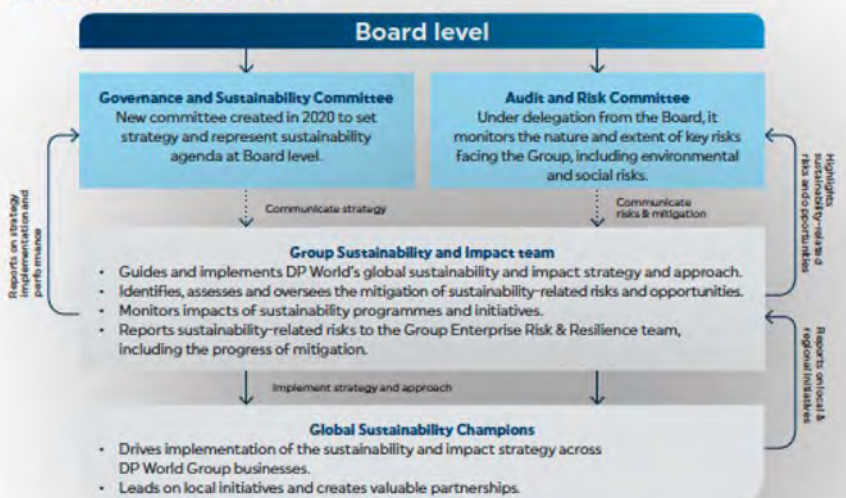


DP World Annual Report 2020

What we like

- ✓ Narrative tackling strategy and material issues
- ✓ Policies and sustainability processes
- ✓ Sustainability Risk Management Framework

Sustainability Management Framework



OUR WORLD, OUR FUTURE

Our World, Our Future strategy

This evolved strategy was developed in 2020 in response to feedback from our stakeholders. It is aligned with the United Nations Sustainable Development Goals ("SDGs") and sets out a clear agenda we will spend the next decade delivering against. These goals and leveraging our business to achieve a better, more sustainable future for all.

The COVID-19 pandemic further highlighted the importance of having a comprehensive business strategy in place that embeds sustainability within its core operations. This enabled DP World to address the needs of our stakeholders, manage risks and respond to the crisis effectively.

Our material issues

The ten material issues for our business are presented in the materiality matrix (page 52), and in our 'Our World, Our Future' strategy wheel. These were identified and finalised in 2020 based on feedback from our internal and external stakeholders, and they remain relevant and important.

Our strategy has two component parts. The first, 'Our World, Our Future' focuses on the efforts DP World makes today to operate as a responsible business across seven priority areas. The second, 'Our Future' looks at the leading legacy the Company creates for industry and society. It focuses on three areas where we can make a positive difference for future generations: education, women and diversity.

2020 progress

In 2020, we focused on embedding and integrating the 'Our World, Our Future' sustainability strategy across the Group. Our sustainability priorities and framework were updated in line with the new strategy, and we developed new procedures and processes for our community investment and education programmes.

We also developed an understanding programme so that newly acquired entities can be immersed in our strategy through an induction process. We want to ensure that sustainability champions are appointed across our business regions to assist with strategy implementation and training. Clearly, against the backdrop of the pandemic it was a challenging time to roll out programmes, but we succeeded in driving the sustainability agenda across the Group. Regular communication, virtual knowledge sharing and a new 'begin and learn' programme were all instrumental in putting our strategy front and centre, with the support of our 133 sustainability champions worldwide.

A critical part of the task ahead is to deliver our strategy in line with the UN SDGs, and to achieve this we engage with external stakeholders, organisations, partners, individuals and institutions. At the end of 2020, we also became a signatory to the UN Global Compact and its ten principles. Delivering on this further commitment means ensuring our strategies and operational areas align with the UN's principles in relation to human rights, labour, the environment and anti-corruption.

Additionally, we have committed to platforms at the World Economic Forum to take collaborative steps for growth and development. We created new initiatives with our existing partners Blue Marine Foundation, United for Wildlife, Logistics Emergency Team and WFP/UNICEF and formed new partnerships with the Zoological Society of London (ZSL), Space for Giants, The Zorbas Foundation and became a Global Alliance Founding Partner for the Earthshot Prize, launched by the Royal Foundation.



Policies

A Group-wide Sustainability and Impact Policy sets out DP World's approach to sustainability and our key priorities and focus areas. It also outlines how our own people can engage with and support DP World's commitment to sustainability.

A key part of our policies is to set targets and KPIs to track our operational performance and environmental and social impacts. We outline these in our Sustainability Scorecard on pages 8 to 15. We are also going further by setting out a series of pledges to be delivered by 2030, in line with the UN SDGs. We will be focusing on these targets and on relevant environmental, social and governance ("ESG") criteria and KPIs, as drivers of positive change for the world and the planet.

Sustainability governance & risk management

Sustainability is represented at Board level through a new Governance and Sustainability Committee, created in 2020. The Committee is responsible for setting, reviewing, approving and overseeing the Company's sustainability strategy, and for managing environmental, social, and governance ("ESG") matters.

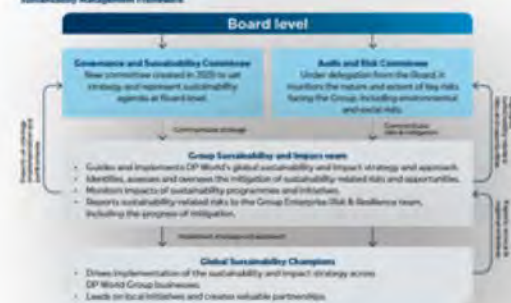
The Group Sustainability and Impact team, based at Head Office, guides and implements DP World's global sustainability and impact strategy and approach, supported by regional business units and their sustainability champions.

These champions play a vital role in supporting the Group Sustainability and Impact team, driving implementation of the sustainability and impact strategy across DP World Group businesses.

By implementing our sustainability strategy and creating valuable partnerships, they enable us to operate sustainably and make a positive impact on the health, wellbeing, environment, education and the economies of our host communities.

Risk management also involves a Group-wide approach to identifying, assessing and prioritising risks, and the way they are managed, monitored and reported. The Group Sustainability and Impact team identifies, assesses and supports in the mitigation of sustainability-related risks and opportunities. These are reported to the Group Enterprise Risk & Resilience team who are responsible for rolling out a consistent approach to risk management across the Group. The Audit and Risk Committee, under delegation from the Board, monitors the nature and extent of key risks facing the Group, including environmental and social risks.

Sustainability Management Framework



DP World Annual Report 2020

What we like

- ✓ Sets it out why each pillar and focus area is important, the ambitions, 2020 progress and 2021 targets
- ✓ Alignment to UN SDGs and UN Global Compact

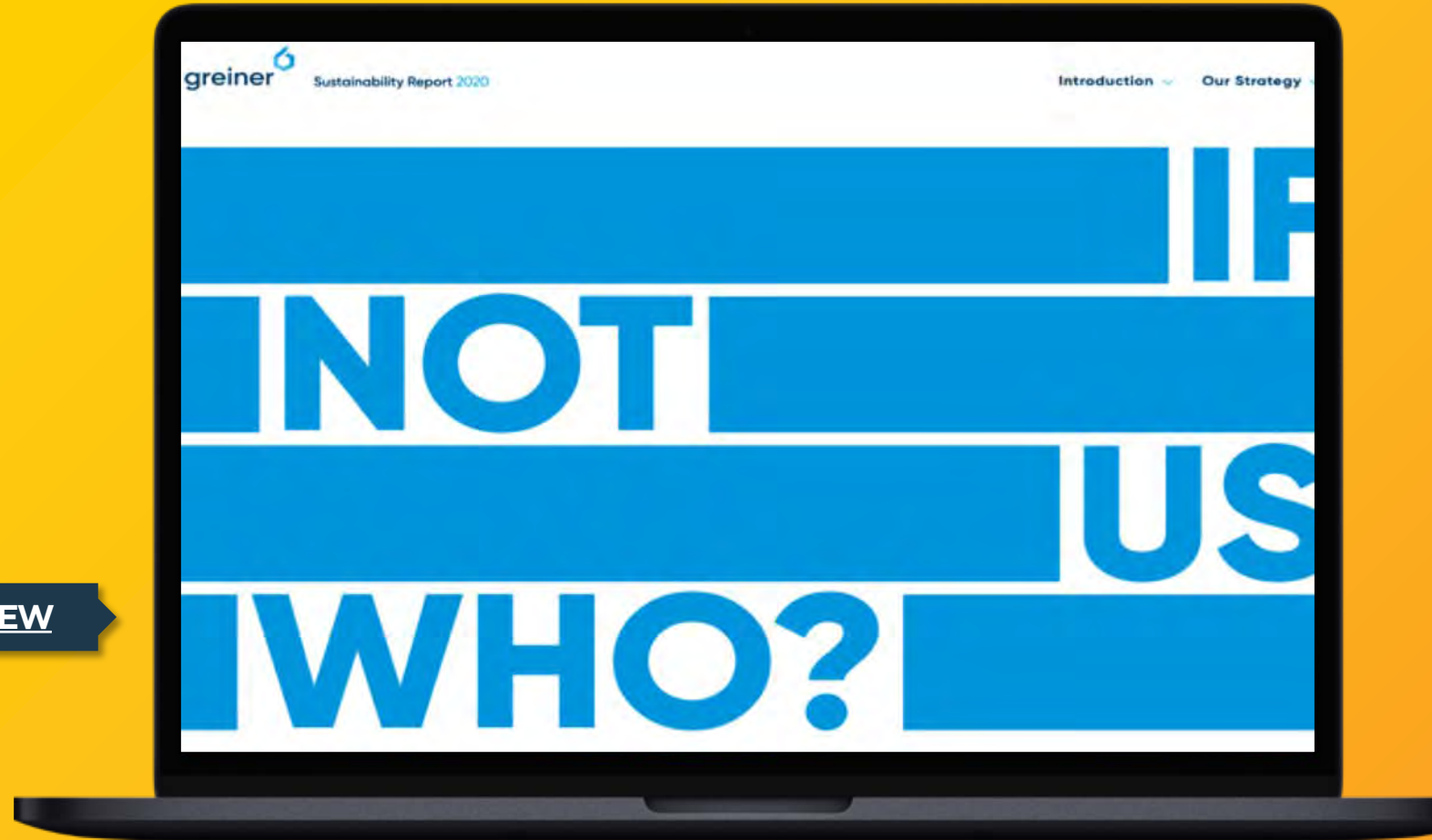


Greiner Sustainability Report 2020

What we like

- ✓ Digital Report
- ✓ Strong Messaging
- ✓ Clear navigation
- ✓ Considered content (not too overloaded)

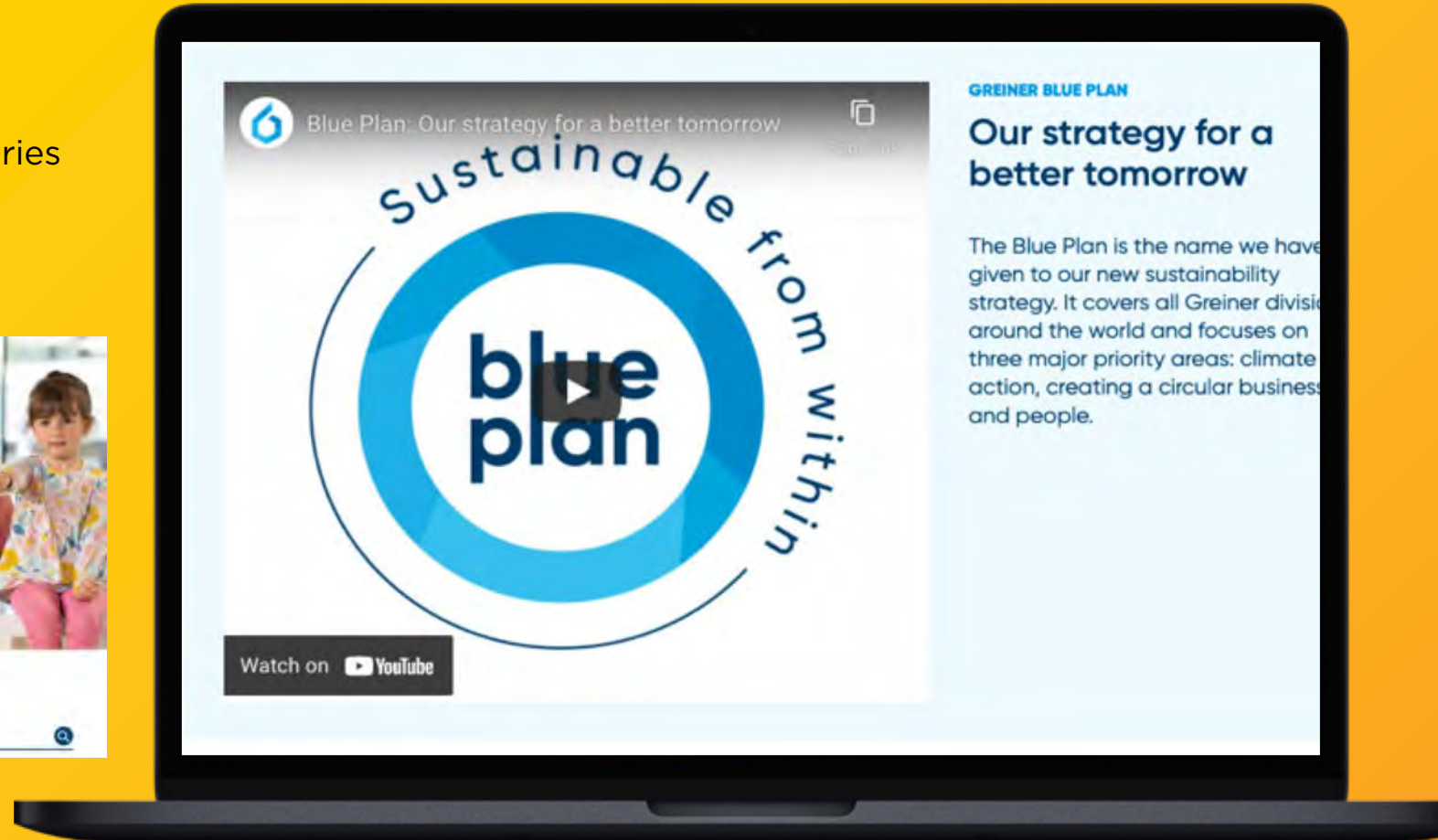
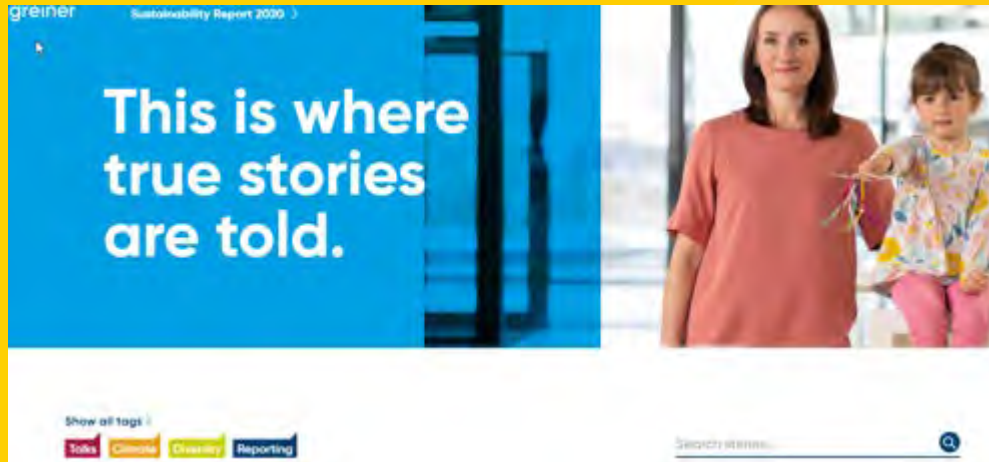
[CLICK TO VIEW](#)



Greiner Sustainability Report 2020

What we like

- ✓ Effective use of website to tell trend-led stories
- ✓ Tagged content by key themes
- ✓ Video content



Greiner Sustainability Report 2020

What we like

- ✓ Clear goals and targets
- ✓ Dynamic content that allows you to click on words and phrases for an explanation

Impact of our business

The impact our business activities have on the environment and on society varies from one area of the company to another. Yet it depends mostly on statutory regulations, as well as the infrastructure through which our products are brought to market. For example, the disposal of medical products is and national laws. In many there are also differences in the existing packaging. While in some countries, it is possible to recycle before it can be recycled, in other life cycle is possible. We intend to improve our environmental, energy or climate management. In our overview of our management system, you will find chapters in the section "Our impact along the **value chain**".

Value chain

The value chain describes the steps along the production chain in order. These activities create value, consume resources and are interconnected in various processes.

[View full glossary →](#)

Our goal

We want to be a fully circular business by 2030.

Our targets

80%

By 2020, 80 percent of our total purchasing volume to come from suppliers who have signed the Greiner or an equivalent Code of Conduct.

Scope 3

Inclusion of emissions from our purchasing (Scope 3 emissions) in emission reporting by 2021.

100%

EcoVadis to evaluate strategic suppliers of Greiner Packaging by 2020. External evaluation of strategic suppliers for all divisions by 2023.

Our performance

65%

In 2020, 65 percent of our total purchasing volume came from suppliers who had signed the Greiner Code of Conduct or an equivalent code.

Scope 3

Scope 3 emissions relevant to procurement were included in emission reporting in 2020.

54%

54 percent of all strategic suppliers of Greiner Packaging were evaluated by the end of 2020.

Greiner Sustainability Report 2020

What we like

- ✓ Alignment to GRI, UN SDGs, UN Global Compact
- ✓ Clear data tables with year to year comparison

Employees by continent (2020)

	2020	2020 (%)
Greiner employees	11,238	100%
Europe	9,554	86%
North America	895	8%
South America	372	3%
Asia	494	4%
Africa	123	1%

GRI 102-16 Values, principles, standards, and norms of behavior

Suppliers and business partners with a Code of Conduct (by purchasing volumes)

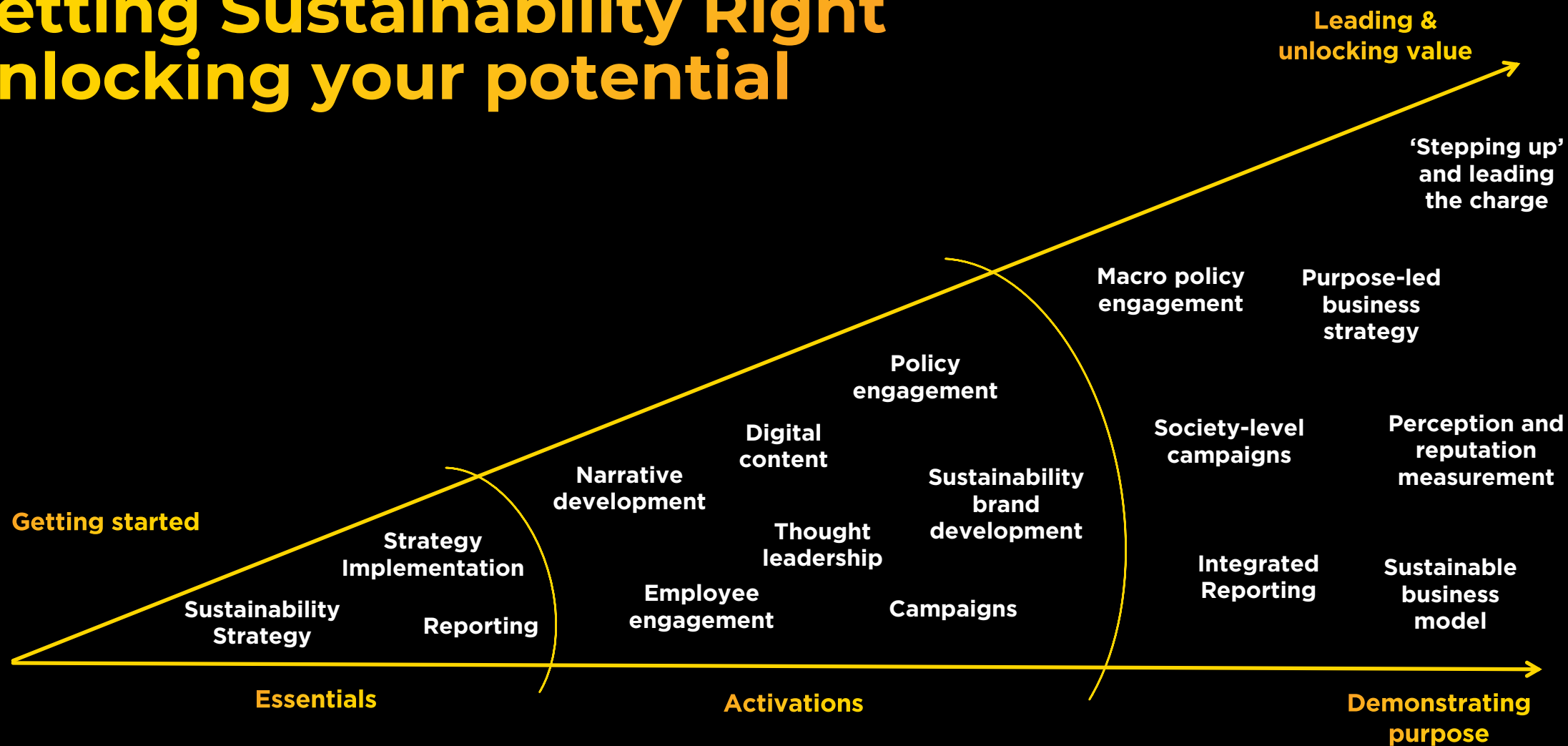
	2018	2019	2020	Unit
Greiner Code of Conduct signed	33	39	40	%
Equivalent Code of Conduct signed	26	26	23	%
No Code of Conduct signed	43	35	35	%

Strategic pillars	Material topic	GRI	SDG	UNGC
Circular economy	1 Circular economy We have to move away from a throw-away society to a sustainable circular economy. This aims to create a system where resources are not thrown out and instead continue to be used for as long as possible. To achieve this, we rely on sustainable product design, the use of secondary materials and the recyclability of our products.	301, 306	3, 6, 8, 12, 14, 15	7, 8, 9
	2 Water use Handling resources responsibly also includes being economical with water. To ensure this, we are developing a water policy and increasing the number of water risk assessments at our sites. Within the meaning of SDG 6, we also focus on our sites in water risk areas, where we review the potential for saving water.	303	3, 6, 14	7, 8, 9
	3 Product quality, health & safety The Greiner name is synonymous with quality. Our products have met the highest safety and quality standards for over 150 years and ensure our business success. Especially as a family-run business, we feel an obligation to maintain this tradition and prove our commitment to sustainability through our product range.	416		
Climate protection	4 Climate change & greenhouse gas emissions Climate protection is one of the three pillars of our Blue Plan sustainability strategy. To achieve our target of being a carbon neutral company by 2030, we are aiming to improve energy efficiency and use more renewable energy at our own sites. We are also committed to reducing CO ₂ in our upstream and downstream value creation, as well as at our suppliers and business partners and in our logistics as a whole.	201, 302, 305	3, 7, 8, 12, 13, 14, 15	7, 8, 9
	5 Environmental compliance & biodiversity The Greiner Code of Conduct commits us and our suppliers and business partners to a responsible approach to the environment. This includes observing environmental legislation and standards in full. To continually improve our environmental impact, we intend to continually measure this and reduce our negative impact.	307	16	
Employees	6 Attraction & retention of talent We compete for talented and motivated employees by offering an attractive work environment. We have a large number of cooperation programs with universities, tertiary institutions and other training centers. As a global company with four different divisions, we offer a wide range of internal career opportunities.	401	5, 8, 10	3

TELLING A COMPELLING ESG STORY

Unlocking the **value** of the journey

Getting Sustainability Right Unlocking your potential



MEIRA
2021

An Odyssey,
from ESG to IR



25 October 2021
Address Sky View
Dubai (Hybrid)

Last Date for
Submissions

15 July 2021



Thank you

Recording will be available shortly

Visit meira.me and discover our upcoming events

Organised by:



emperor

emperor