

1. Record Nr.	UNINA9910586634503321
Autore	Lykkesfeldt Poul
Titolo	Investor Relations and ESG Reporting in a Regulatory Perspective : A Practical Guide for Financial Market Participants / / by Poul Lykkesfeldt, Laurits Louis Kjaergaard
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2022
ISBN	9783031058004 3031058003
Edizione	[1st ed. 2022.]
Descrizione fisica	1 online resource : illustrations
Disciplina	659.285 332.6
Soggetti	Capital market Financial services industry Sustainability Economic development Capital Markets Financial Services Economic Development, Innovation and Growth
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Section 1: The financial markets: An overview -- Chapter 1.1: The benefits and drawbacks of a stock market listing -- Chapter 1.2: The formation of stock prices -- Chapter 1.3: Ethics in the financial markets – why a solid IR framework is key -- Chapter 1.4: Understanding valuation methodology of the financial markets -- Chapter 1.5: Integrating ESG in equity research -- Chapter 1.6: Valuation methodology from the perspective of different investor types -- Section 2: The participants of the financial markets -- Chapter 2.1: Understanding the financial markets' stakeholders and their motivation -- Chapter 2.2: Understanding the role of institutional investors -- Chapter 2.3: How to communicate with retail investors -- Chapter 2.4: The sell-side/equity analysts, brokers and corporate access -- Chapter 2.5: Corporate finance advisers -- Chapter 2.6: Considering the role of

non-financial markets stakeholders -- Section 3: Major legislation themes related to the European financial markets -- Chapter 3.1: How is legislation implemented on the European financial markets? -- Chapter 3.2: Learning from the impact on financial markets of recent legislation -- Chapter 3.3: How to optimise IR within the existing legal framework -- Chapter 3.4: The new wave of ESG regulatory framework -- Section 4: Achieving a fair valuation of the company through best-practice IR -- Chapter 4.1: The IR function -- Chapter 4.2: Deciding on IR ambitions and its success factors -- Chapter 4.3: IR within the organisation -- Chapter 4.4: IR's responsibilities of implementing policies and planning ahead -- Chapter 4.5: IR tools to engage a company's stakeholders -- Chapter 4.6: Managing the expectation of the financial community -- Chapter 4.7: Embracing the digital world of IR activities -- Section 5: IR in special situations -- Chapter 5.1: Preparation of different types of IR-related contingencies -- Chapter 5.2: Developing a take-over response manual -- Chapter 5.3: Valuation in a takeover situation and strategic alternatives -- Chapter 5.4: Shareholder engagement and monitoring market activity -- Chapter 5.5: Investor activism -- Chapter 5.6: The company – before, during and after an IPO -- Section 6 Embracing non-financial/ESG reporting -- Chapter 6.1: The origin of ESG -- Chapter 6.2 Stakeholder capitalism and sustainable leadership -- Chapter 6.3 Institutional investors are embracing ESG strategies -- Chapter 6.4 Consideration sustainable finance disclosure regulation (SFDR) -- Section 7 The framework of best-in-class non-financial reporting -- Chapter 7.1. Implementing taxonomy -- Chapter 7.2. Implementing non-financial reporting standards -- Section 8 Preparing the company's first ESG report -- Chapter 8.1. For the first non-financial report: a checklist to get into gear -- Chapter 8.2. The importance of mobilising ESG with incentives -- Section 9 Aiming for best-in-class ESG reporting -- Chapter 9.1: Taking already implemented non-financial reports a step further -- Chapter 9.2: Encompassing ESG rating agencies -- Section 10 Future trends of financial and non-financial reporting -- Chapter 10.1: Best-practice IR is about being at the forefront -- Chapter 10.2: Is the next decade scary or exciting? -- Postscript -- Summary of facts and best practice -- Overview of Nasdaq's ESG reporting guidelines.

#### Sommario/riassunto

Investor Relations and ESG Reporting in a Regulatory Perspective is a comprehensive and detailed practical guide for financial market participants, focusing on the stock market, written for practitioners by practitioners. The main themes of the book include the challenging integration of investor relations (IR) and the non-financial reporting of environmental, social and governance (ESG). Further, the book provides a comprehensive overview of the complex regulatory framework of the European Union (EU) related to the financial markets, including the expected global trends in this area. Extracted Praise from Testimonials — Full Endorsements Featured in Frontmatter “..... This book provides an excellent and competent overview of the challenges that senior management and boards are facing today relating to new ESG reporting requirements ..... I offer this book my highest recommendations as relevant and newsworthy reading regarding companies' and institutions' continued journey in pursuing the ESG agenda and meeting the increasing demands of investors regarding high-quality ESG reporting.” —Lise Kingo, Independent Board Director in Sanofi SA, Covestro AG and Aker Horizons ASA; Former CEO and Executive Director of the United Nations Global Compact; and prior to this, Executive Vice President and member of Novo Nordisk's Executive Management “I doubt that a more insightful and practically-oriented handbook has been written, or may be written over the next decade, on

the subject of investor relations, not only providing an essential overview but also illustrating how IR is executed in a best practice manner. This book integrates IR and ESG reporting, which is essential for global investors today .....” —Carsten Borring, Associated Vice President Global Listing, Nasdaq; Member of The Federation of European Securities Exchanges (FESE) Listing Expert Group; Former board member of the Danish Centre for ESG Research and the Danish Government’s Panel for Entrepreneurs “ ..... I take pleasure recommending this book to any stakeholder with an interest in the EU regulatory framework related to the financial and capital markets, including to companies and investors outside the EU who wish a competent EU regulatory overview.” — David Moalem, Partner, Ph.D., Bech-Bruun law firm, Capital Markets & Financial Institutions Team; Former Partner and National Head of Legal Services at Deloitte “The authors provide unique and incredibly insightful practical information and recommendations for IROs and Executive Management teams in listed companies regarding organising and executing best practice IR. The combination of simple and straightforward information, and its many layers of solid theoretical understanding and real-life examples, makes this book invaluable for both the experienced and the newly started IRO ..... This book is, in every manner, highly recommended.” —Michael Bjergby, Senior Vice President, Head of Group Finance, ISS A/S; Former Head of Investor Relations at ISS, Pandora and GN Group.

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