

INTERNATIONAL

ENERGY

JOURNALISM

AWARDS 2022

FUJAIRAH



Consultancy
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10th Energy Markets Forum International Energy Journalism Awards

Energy Journalism

The GI International Energy Journalism Awards (IEJA) recognize and honor professional journalists based in the Middle East who produced outstanding work covering the energy sector over the previous year -- from OPEC, to oil and gas, power, renewables and new energy fuels -- for a Middle East broadcaster or publisher in Arabic and English; for international media broadcasters and publishers; or reporting for industry specialist publications, newsletters, podcasters and multimedia websites. In all cases, the international selection committee of former leading energy journalists will give weight to the demonstration of individual enterprise, fairness, speed, accuracy and objectivity. Please note that marketing or thought leadership content produced for in-house corporate publications, pamphlets or special reports will not be considered, nor will advocacy outlets of interest groups such as trade associations, consumer organizations or government agencies. The energy media industry and its stakeholders will be invited to nominate journalists for consideration. Non-traditional entrants, like bloggers or independent newsletters, are free to explain in supporting materials how they meet these journalistic criteria, and should submit a statement explaining their editorial independence.



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IEJA Selection Committee 2022 - includes...



Kate Dourian, FEI
Non-Resident Fellow, The Arab Gulf States Institute in Washington
**Former Platts Middle East Bureau Chief*



Randa Takieddine
Former Energy Correspondent
Al Hayat Newspaper



Dyala Sabbagh
Partner - Gulf Intelligence
**Former Anchor of BBC Middle East/
CNBC Middle East*



John Deferios
Professor of Business, NYU Abu Dhabi & World Economic Forum Energy Fellow
**Former CNN Energy Correspondent*



Edmund O'Sullivan
Managing Director
Edmund O'Sullivan & Associates
**Former Publisher and Editor of MEED*



Frank Kane
**Former Columnist of Arab News*

GI Awards Portfolio



Award Categories

- ✓ Middle East-Based Energy Print/Broadcast Journalist Reporting in Arabic
- ✓ Middle East-Based Energy Print/Broadcast Journalist Reporting in English
- ✓ International Energy Print/Broadcast Journalist Covering Middle East for a Global Media Co.
- ✓ International Energy Journalism Award for Special Project Coverage on Climate Challenge
- ✓ International Energy Journalism Award for Lifetime Achievement
- ✓ Middle East-Based Energy Media Relations/Corporate Communications Team

Selection Process: Steps

1. An International Selection Committee of former Energy Journalists will be assembled. They will each be invited to nominate 3 nominees for each category of journalist award. The ISC will then proceed to vote on all the energy journalist nominees according to a set of criteria.
2. Middle East Energy Journalists will be invited to submit nominees for the **Best Middle East based corporate communications & Media Relations Department** working with a regional Ministry of Energy, a regional National Oil Company or a regionally based International Oil Company.
3. Energy journalists will be invited to vote on all of the Corporate Communications nominees according to four designated criteria.
4. The shortlist of nominees in each energy journalism award category will be reviewed and scored by the International Selection Committee, which will be made up of 7 former leading energy journalists.
5. The highest scoring nominees will be invited to the Gala Awards Dinner on Oct. 5th in Fujairah at the 10th Energy Markets Forum, where the Winner will be announced on the night.

NB: The Awards will be presented at Forum Dinner on October 5th at Novotel, Fujairah (7pm-10pm).

Former Winners



Amena Bakr
Deputy Bureau Chief &
Chief OPEC Correspondent
Energy Intelligence



Naser El Tibi
Senior Producer & Presenter, Business News
Al Arabiya News Channel



Abdul-Amir Al Ajmi
External Affairs and Value Creation Director
Petroleum Development Oman

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The Middle East National Oil Company Corporate Knowledge Rating Executive Summary

The Middle East NOC Corporate Knowledge Rating is a standalone methodology that provides a quantifiable answer to a pertinent question:

How much knowledge does an NOC create and make available to its external Stakeholders?

The creation of the Rating is triggered by a belief that a robust knowledge exchange between industry and the public is a critical pillar of transparency, the foundation for developing a knowledge economy.

For the purpose of scoring and ranking companies on the Rating, we defined knowledge as publicly-available content a company creates that engages its stakeholders; and engagement was defined as the ability to attract, retain and educate an external target audience.

This matrix allows the **CKR** to measure the amount of knowledge a company creates and shares with its external stakeholders.

The CKR analyzed the Middle East's six National Oil Companies and identified the Top-Ranked Middle East

Methodology: How does the Corporate Knowledge Rating Work?

Key Parameters of the Corporate Knowledge Rating:

- ✓ The CKR defines Knowledge as content that is engaging – the content attracts, educates and retains a defined audience.
- ✓ The CKR defines an Audience as spectators on a given channel for publication consumption that are relevant to a company's activities.
- ✓ The CKR defines Channels as platforms where content engagement can be monitored and measured, such as company websites, social media (Twitter, LinkedIn) and news.
- ✓ The CKR uses Digital Analytic Tools to monitor channel engagements, which paints a broader picture of how engaging the knowledge content on those channels is.
- ✓ The CKR utilizes an Offline Score to measure other channels not found on digital platforms such as forums, press releases, reports, magazine features and interviews.



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2016
WINNER
NO. 1 RANKING

Middle East National Oil Company
Corporate Knowledge Rating



2017
WINNER
NO. 1 RANKING

Middle East National Oil Company
Corporate Knowledge Rating





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