

Technical Advisory Group Issue Paper

AGENDA ITEM: TAGCP12-02

3 December 2020 – Online

Consultation Paper Launch

Summary	The paper provides the TAG with the proposals for the Consultation Paper launch
Purpose/Objective of the paper	This paper describes the planned approach to the launch of the Consultation paper, including communications and accompanying assets to support engagement with it.
Other supporting items	N/A
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Actions for this meeting	<u>Comment</u> on the proposals for the Consultation Paper launch.

Technical Advisory Group

Consultation Paper Launch

1. Background

- 1.1 The Project has spent the last 14 months developing the IFR4NPO Consultation Paper which will be launched in January 2021 as planned. We have been considering the best ways to ensure that the right people hear about the launch, and that stakeholders are facilitated to access its contents and respond.
- 1.2 This paper sets out the plan for the launch date and the build up to it, the video assets under development and the plans to engage different stakeholders.

2. Launch event and build up

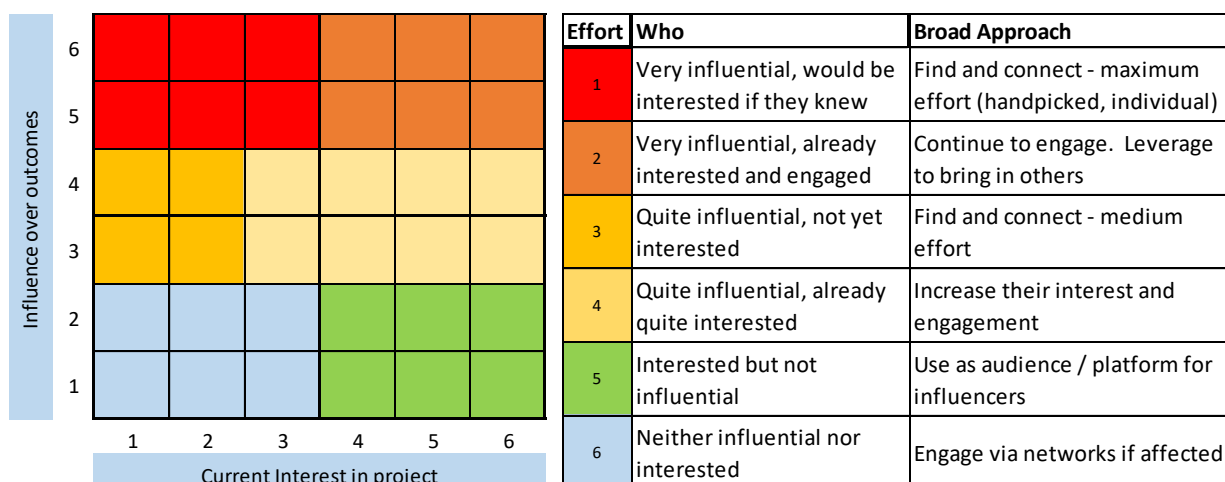
- 2.1 The Consultation Paper will be launched on Thursday 28 January. The project homepage will include prominent countdown to launch date. Weekly social media posts will also use the countdown theme.
- 2.2 A physical launch event is not practical given COVID-19 based travel restrictions, and in any case would be extremely expensive and necessarily rooted in one location, which would run counter to the international nature of the project. We therefore considered only virtual events.
- 2.3 Virtual events can be synchronous (at the same time) or asynchronous. We considered a series of synchronous events on the same day, where we could play a pre-recorded video, that could cater to different time zones. We concluded that the number of people who would attend would be a fraction of those we wished to reach, and if the core message is encapsulated in a video, this could more easily be shared in other ways.
- 2.4 A video is being developed that includes a section of professional animation in similar style to the 'About IFR4NPO' video on the project website, followed by a series of questions and short answers from stakeholders all over the world, demonstrating the project's credibility and potential to achieve real change. The central 'call to action' in the video is to access and respond to the CP, with links to the website.
- 2.5 The questions in the video, to which individuals provide short responses are:
 - Why is this Consultation Paper so important?

- What difference will this project make for you?
 - Why can't we use existing accounting standards?
 - What is the most important question in the CP?
 - Why will you be responding to the CP?
- 2.6 The video will go live on the project website on the launch date (earliest time zone) and a series of emails and social media messages will prompt people to view it.
- 2.7 The video will have limited words in the animation imagery and make use of a caption file, which can be automatically translated when viewed by You Tube using Google translate technology.
- 2.8 A promoter pack, including draft wording, images and links will be available from the website for anyone to download to support our email and social media campaign.

Question 1: What are the views on the date and approach?

3. Stakeholder engagement

- 3.1 The project's stakeholder analysis exercise identified the following five main stakeholder categories
- Standard setters and regulators
 - Accountancy Profession
 - NPOs
 - Funders
 - Others
- 3.2 As part of this analysis, each of the categories above has been sub-divided into groups, and each was assessed according to their level of influence over and effect on the project outcomes, and interest, both in terms of current engagement, and potential relevance based on the degree they could be affected by the project. The scores were plotted on a matrix as follows



3.3 We are planning to develop bespoke messaging for those sub groups that would be able to support the work of the project, to ensure they hear about, or amplify messages on launch day. This will involve the use of letters, email and newsletters depending on which is most appropriate for each group.

- **Standard setters:** National accounting standard setters, International accounting standard setters and regulators and / or tax authorities
- **Accountancy Profession:** PAOs (both jurisdiction and regional), Supreme Audit institutions, audit firms with NPO focus
- **Funders:** Large funders involved in reporting harmonization projects, Governments and multilaterals donors, Development banks and Foundations
- **NPOs:** Large international or federated INGOs that give sub-grants, large international direct implementing NPOs with HQ in countries that have standards, small and medium sized NPOs and NPO networks

3.4 To maximise the impact of the launch we want to reach members of each of these groups in as many countries as possible. We will be approaching IFASS to seek support in reaching national standard setters, however, there is no equivalent body for national regulators. We plan to reach out to TAG and PAG members and Country Champions to identify the relevant regulatory body in each jurisdiction. Similarly, we will be seeking information about PAOs and who might be the most appropriate audit firms in each jurisdiction. We want to maximise the use of networks to reach as many people as possible.

3.5 We plan for most of the messaging to happen either on, or after the launch date depending on the group and the method of correspondence. Where contact is made by newsletter this will be after the launch date with letters issued on the

day. Consideration is being given to contacting audit firms or PAOs ahead of the launch day so that they can promote the launch with their members/clients.

Question 2: What are TAG's views on this approach and the timing of communication? What are TAG's views on the key stakeholder groups?

Question 3: Does the TAG anticipate any problems in supporting the request for information outlined in paragraph 3.4? If so, does the TAG have any advice on alternative approaches?

4. Explainer assets

4.1 In addition to the launch announcement video, a series of 'explainer' assets are being developed which can support stakeholders to access the CP and encourage responses. Shorter ones are ideal for social media, but all videos will be hosted on YouTube and available from the website.

- A 2-minute animated explainer video about how to respond to the Consultation Paper
- A series of four short (2-3 minute) videos to cover the key questions in the CP Part 1 (What are NPOs, NPO stakeholders and their reporting needs, Cash vs accrual accounting basis, and proposed approach to developing the Guidance). These would be produced in-house using photos, words and music. The last two would also act as entry points to the longer explorations of those issues.
- Two longer (15 minute) videos of power point presentations to explore the issue of accounting basis and the proposed model for developing the Guidance to build on the short videos
- A series of ten short (2-3 minute) videos to cover each of the ten issues in CP Part 2 and ten longer (average 15 minute) power point style videos to explore each issue in more depth.

Question 3: What are the views on the planned video assets?

November 2020