



International Financial Reporting
for Non Profit Organizations

Stakeholder Engagement Plan – Information and Seeking Advice

PAG Meeting 5-6 December 2019

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Why is stakeholder engagement so important?

- The validity and credibility of the guidance amongst its key stakeholders will be in direct proportion to how engaged they are in developing the guidance.
- Its validity will be based on:
 - The identification and relative prioritization of the key needs of the diverse stakeholders which the guidance needs to address
 - The quality and relevance of the proposed solutions to those needs that is articulated in the progressive drafts of the guidance through the 5-year project
 - Both of these will rely on generating input into consultation processes which genuinely reflects the full and diverse range of stakeholders
- Its credibility will be based on:
 - The involvement of national and international standard setters
 - The volume of feedback received from relevant stakeholders, as well as range of geographies and stakeholder groups
 - The inclusivity and transparency of the process to develop the consultation paper and exposure draft



What do we need to engage stakeholders about?

Why

- Why will the guidance benefit stakeholders?

What

- What needs does each stakeholder have that the guidance must address?

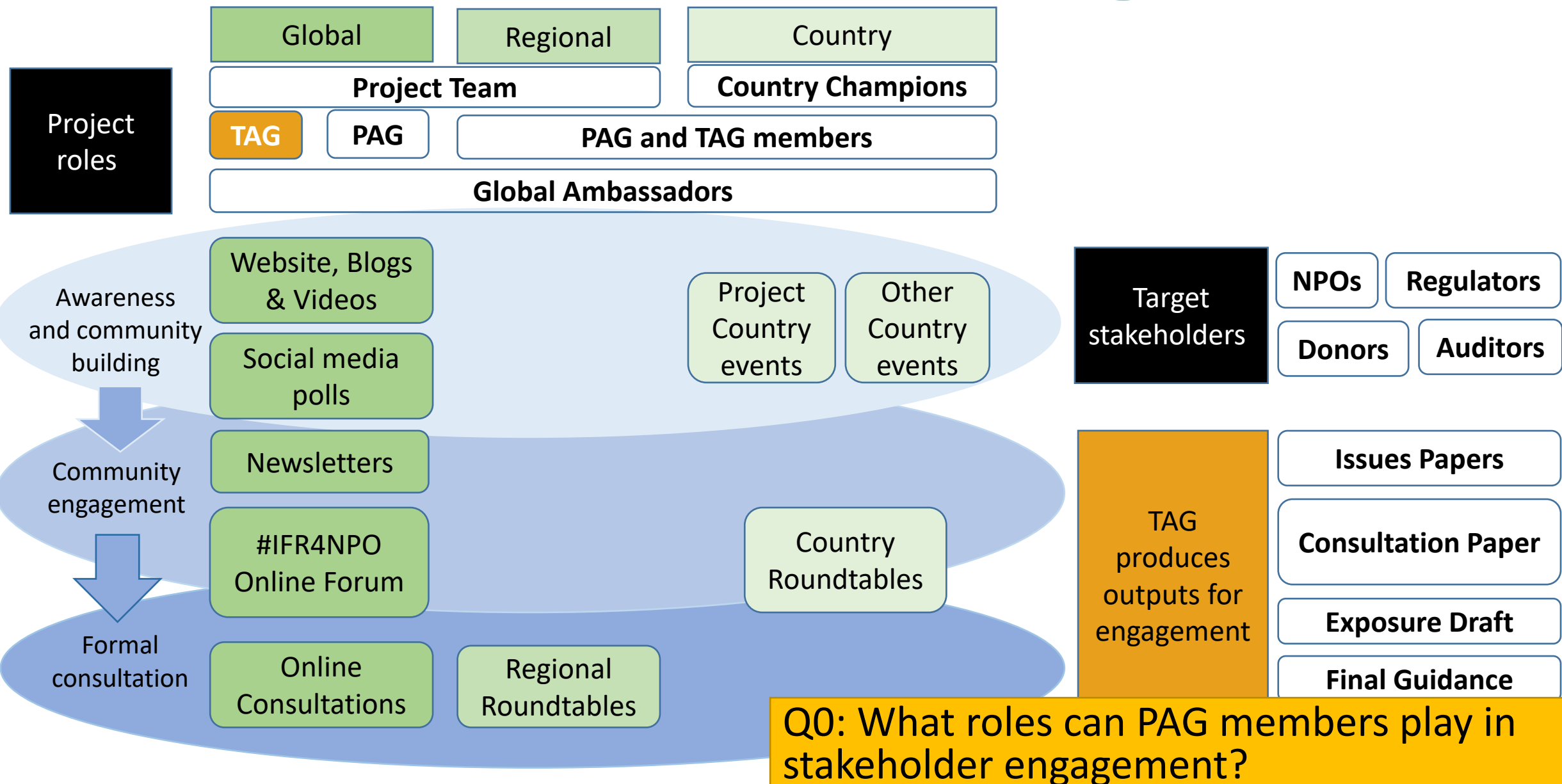
How

- How will stakeholders influence whether the guidance properly addresses their needs?

Who do we need to engage?

- Individuals, organisations and networks
- Preparers: NPOs: International and local NPOs (NGOs / charities)
- Users: Donors and grantors – Bilateral, Foundations, INGOs
- National regulators – authority to adopt guidelines in their jurisdictions
- Technical advisers to regulators, eg Institutes and National standard setters
- Auditors – of NPOs
- Accounting software providers to the sector
- Other complementary sector wide initiatives eg IATI, GFGP

Stakeholder Engagement Map



Country Champions

- Volunteer enthusiasts, in 21 target countries, and others as are willing.
- Role flexible, involving:
 1. Advocacy for the project
 2. Receiving and sharing PAG papers to encourage stakeholders in the country to discuss topics in the IFR4NPO online forum
 3. Opportunity & remote support to host country awareness meetings and webinars
 4. Appear on the IFR4NPO project website
 5. Participation in regional consultation roundtable meeting
 6. Possibly contributing to fundraising efforts as appropriate
- 5 so far: Egypt, Ghana, Kenya, Nigeria & Zambia.

Q1: Do PAG members have suggestions of potential Country Champions we might approach?



Global Ambassadors

- Volunteer enthusiasts with international profile
- Role flexible, involving:
 1. Advocacy for the project
 2. Reaching out to key influencers and decision makers
 3. Presenting in relevant high profile forums
 4. Support for local and regional events
 5. Creating video, blog or podcast content for the website
 6. Appear on the IFR4NPO project website
- None yet appointed

Q2: Do PAG members have suggestions of potential Global Ambassadors we might approach?



Approach

- **Attract:** Profile raising and registration
- **Connect:** Sharing information
- **Engage:** Getting feedback
- **Influence:** Improving financial reporting in the sector



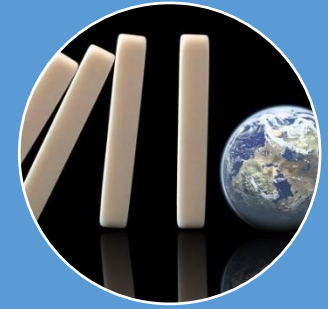
Attract



Connect



Engage



Influence



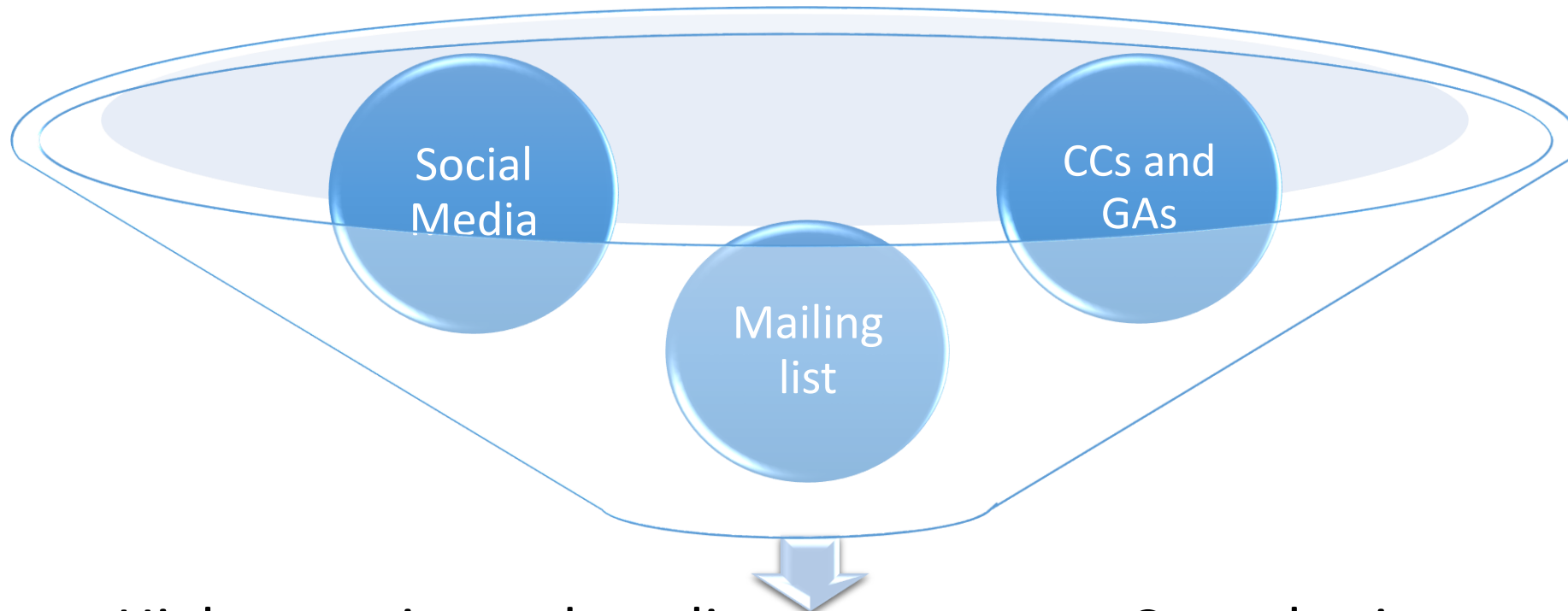


MAILING LIST

- Crucial to point people to events and feedback opportunities
- Universe of stakeholders estimated at 50,000
- Target for the mailing list is 5,000 (10%)



Ultimate goal of stakeholder engagement



High quantity and quality responses to Consultation
Paper and Exposure Draft



Engagement Targets

- Sign ups for newsletters
 - ✓ Feb 2019: 1,000
 - ✓ Dec 2020 (end of CP comment period): 3,500
 - ✓ Jun 2023: (end of ED comment period): 5,000
 - ✓ All regions and stakeholder groups represented
- 21+ enthusiastic 'Country Champions' in focus countries
- 10+ respected and influential 'Global Ambassadors'
- Responses to CP from 40 countries, 50 high quality
- Responses to ED from 60 countries, 100 high quality

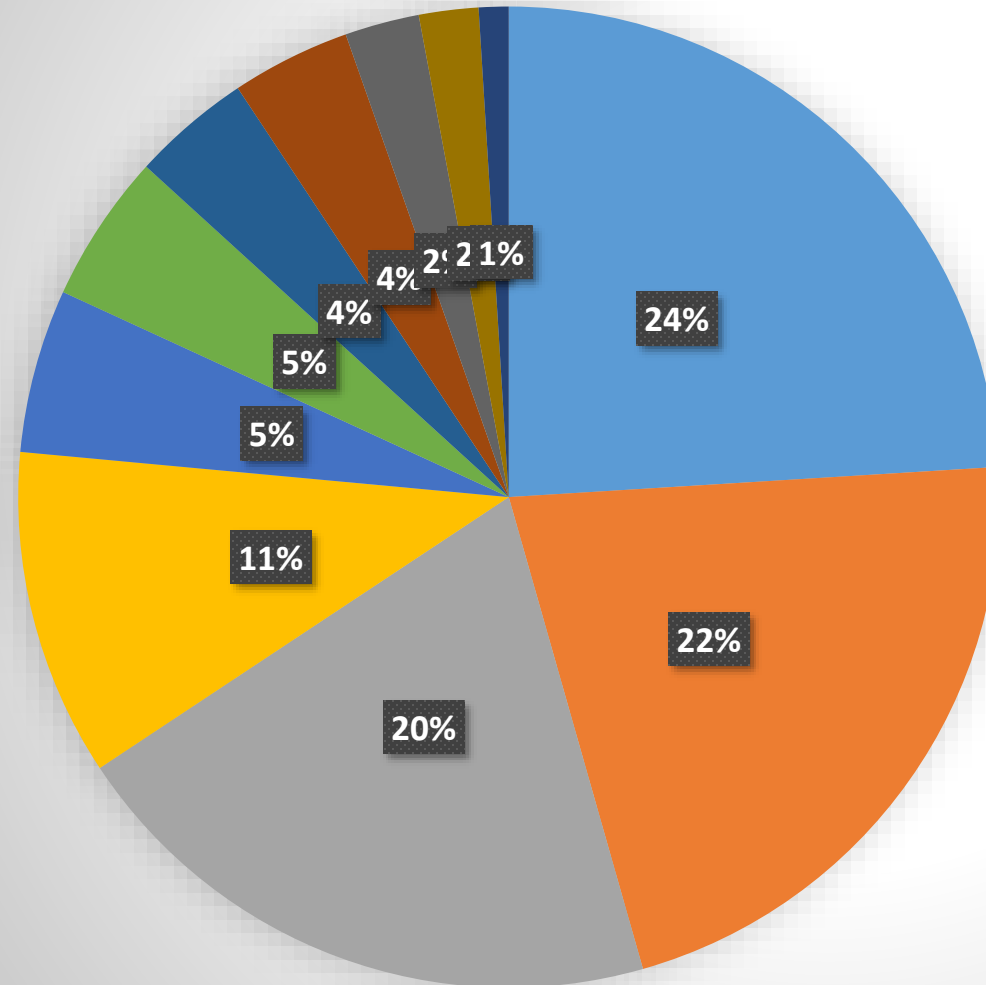


Registration

Data as at 20 Nov 2019,
Total: 204, 47 Countries:

Australia, Austria,
Bangladesh, Brazil,
Cambodia, Canada, China
Côte d'Ivoire, Croatia,
Cyprus, Egypt, Ethiopia,
Ghana, Greece, Honduras,
India, Indonesia, Iraq, Italy,
Jordan, Kenya, Kyrgyzstan,
Liberia, Malawi, Malaysia,
Myanmar, Nepal,
Netherlands, New Zealand,
Nigeria, Pakistan,
Palestine, Peru, Slovakia,
Somalia, South Africa,
South Korea, Spain,
Switzerland, Tanzania,
Turkey, Uganda, UK, USA,
Vietnam, Zambia,
Zimbabwe.

Geographical spread



- North America
- Europe & UK
- East Africa
- Asia Pacific
- Southern & Central Africa
- West Africa
- Middle East & North Africa
- South East Asia
- South Asia
- Latin America & Caribbean

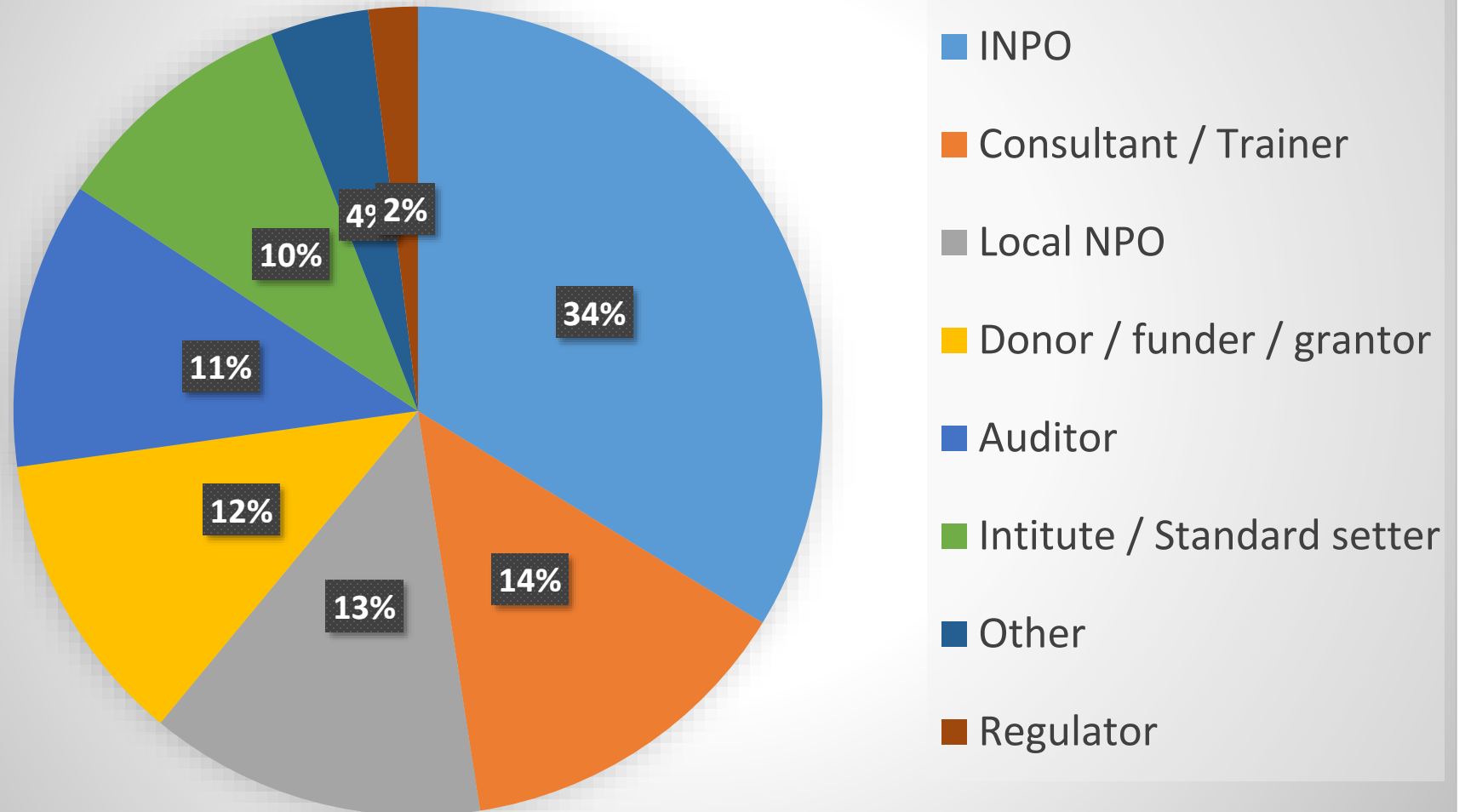


Registration

Q3: Have PAG members
signed up yet?

Sign up [here](#).

Stakeholder perspectives





CONNECT & ENGAGE

Strategy & activities



Communications Strategy

- Full strategy document is under development
- Communications team
 - Dedicated Comms Officer recruitment in progress
 - Support from Humentum and CIPFA Comms teams
- Brand & website
 - Web pages currently housed within Humentum website
 - New website ifr4npo.org to be launched in Mar 2020
 - Logo and brand / style guidelines to be strengthened
 - Vendor selection in progress

10 regions, 21 focus countries

- Subject to change
- Criteria:
 - ✓ Active NPO sector
 - ✓ Significant donor funding
 - ✓ Influencers in their region
 - ✓ (Allow or require IFRS for SMEs)

Region	Countries
East Africa	Kenya, Ethiopia
West Africa	Nigeria, Sierra Leone
Southern & Central Africa	Zimbabwe, DRC, Mozambique
Middle East & North Africa	Jordan, Sudan
South & South East Asia	Viet Nam, India
South East Europe & Central Asia	Ukraine, Afghanistan
Asia Pacific	PNG, Fiji
Europe & UK	UK, Switzerland
Latin America & Caribbean	Brazil, Colombia
North America	USA, Canada



Sharing information

- Newsletters every 2 months
- Presenting at relevant events
- Social media (LinkedIn groups, Twitter, Instagram, Facebook)
- Holding awareness meetings in target countries
- Hosting webinars
- Website
 - ✓ TAG and PAG members and papers, podcast, advice & requests
 - ✓ Explainer videos about technical issues
 - ✓ Glossary of terms – technical, plain English, example



Events calendar

- PAG meetings (December and June)
- TAG meetings (April & October)
- Country Awareness meetings
- Humentum conferences (April & September)
- Forum of Firms (March)
- IFASS, IPSASB, IASB

Q4: What meetings or events (physical and online) are PAG members aware of where presentations about IFR4NPO project could be made?



Country Awareness meetings

- In 21 focus countries
- Before Consultation Paper released (May/June/July)
- Half day meeting, 30-50 people
- Hosted by Country Champion
 - With Events management support from Humentum
- IFR4NPO Secretariat to provide a complete meeting pack
 - Slide deck with recorded presentation
 - Questions to stimulate discussion
 - Clear call to action
- Project to cover venue costs (ideally via sponsorship)
- Global Ambassador or PAG or TAG member present where practical

Q5: Do PAG members have any feedback or advice on ways to maximise the effectiveness of these meetings?



Generating engagement and feedback

- 'Join the conversation' in IFR4NPO's online forum
- Sharing example financial statements
- Online polls (eg about priority topics or preferred alternatives)
- Consultation meetings
- Online Consultation Paper feedback



Consultation meetings

- During consultation period (Sep 20 – Feb 21)
- Ideally before December
- 9 Regional 2 day meetings
 - IFR4NPO staff present probably
 - Paid for by Project
 - Logistical support from Humentum
- National roundtables
 - Some countries may choose to do this
 - Support with pack / content - video
- Stakeholder groups?
- Online options for getting feedback from meetings?

Q6: Do PAG members have experience or advice on ways to make these meetings effective?



PAG input – insight and support

- Do PAG members have any other ideas or suggestions for consideration in the stakeholder engagement strategy?
- How can we support PAG members in engaging different stakeholder groups?

Content from PAG members

- Quote: “I am excited to be part of this project because....”
- Short video clip
- Podcast or blog
- Logo of your organisation for the ‘Supporters’ page of the website
- Example NPO financial statements



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Thank you

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