



Technical Advisory Group Issue Paper

AGENDA ITEM: TAGED01-01

3 March 2021 – Online

Consultation Paper launch and outreach

Summary	The paper provides the TAG with an update on the Consultation Paper launch and the plans for outreach.
Purpose/Objective of the paper	This paper provides an opportunity to reflect on the consultation launch and share feedback on stakeholder engagement. The paper will also provide an update to the proposals for regional outreach and set out the activities for 2021.
Other supporting items	N/A
Prepared by	Karen Sanderson
Actions for this meeting	Comment on stakeholder engagement activities to date and plans for the regional outreach.

Technical Advisory Group

Consultation Paper Outreach

1. Consultation Paper launch

- 1.1 The Consultation Paper was launched on time on 28 January 2021. Events were held for those involved in the development of the Consultation Paper to share the launch video and to thank everyone for their contribution. Launching the Consultation Paper has been a momentous achievement and could not have been done without the excellent input we have received from all of you.
- 1.2 Videos have been posted onto the website to support the Consultation Paper. These comprise short introductory videos as well as longer videos that provide more detailed information. The videos explain the content of Part 2 of the Consultation Paper, and also some aspects of Part 1. Survey and feedback templates to support responses are available for use.
- 1.3 Requests have been received to translate the Consultation Paper into other languages (at the expense of preparer organisations). Translations will be carried out with the permission of CIPFA under CIPFA copyright.
- 1.4 Social media following the launch has been positive, with the perception that the document has been well received.

Question 1: Do members have any feedback on the Consultation Paper launch? Based on feedback to date are there any lessons we should learn?

2. Awareness raising

- 2.1 Commencing in September 2020, 18 awareness sessions have been run, with at least one event in every continent. There have been 2,116 attendees from 75 countries. A full breakdown is in Annex A to this paper.
- 2.2 These sessions have attracted a mixed number of attendees. It is possible that where NPO accounting standards are more mature, attendance has been lower, but this is not universal. The highest attended event was Bangladesh, where there were over 700 attendees.

- 2.3 Interestingly the awareness session in Australia held on 15 February attracted nearly 300 attendees, with attendees from a number across the globe. It is possible that the launch of the Consultation Paper has stimulated further interest in the project.
- 2.4 As a consequence of these session and other social media campaigns, 1,119 individuals from 105 countries have signed up to the website, with 861 LinkedIn followers and 195 Twitter followers. There are also 815 subscribers to the newsletter and 637 signed up to the forum.

Question 2: Do members have any observations on the attendance at awareness sessions?

3. Regional events

- 3.1 Since the last discussion on regional outreach, we have developed proposals for thirteen regional meetings all to be held virtually. Each meeting will comprise two sessions of approximately two hours each. This reflects feedback from members about their experiences of running longer virtual meetings.
- 3.2 Three of the regional meetings will be held in languages other than English. There will be one meeting in Spanish, one in French and one in Arabic. The time zones of these meetings will reflect the predominance of these languages in regional geographies. For example, the meeting held in Spanish will be aligned with South American time-zones. The regional meetings will be held as follows:

Region	Language	Session 1	Session 2
Africa (East and West)	English	9 March 2021	17 March 2021
South Asia	English	16 March 2021	24 March 2021
North America	English	23 March 2021	31 March 2021
Africa (Southern)	English	30 March 2021	7 April 2021
South East Asia	English	6 April 2021	14 April 2021
Caribbean	English	13 April 2021	21 April 2021
Europe	English	20 April 2021	28 April 2021
Oceania	English	27 April 2021	5 May 2021
East Asia	English	4 May 2021	12 May 2021
Latin America	Spanish	11 May 2021	19 May 2021
Eastern Europe and Central Asia	English	18 May 2021	26 May 2021
Africa (North) & Middle East	Arabic	25 May 2021	2 June 2021
Africa (West and Central)	French	1 June 2021	15 June 2021



- 3.3 Attendance at the regional meetings will be by invite only, with a target of 60 for each meeting. The plan is to invite around 100 people from countries that fall within each region on the expectation that not all will be able to attend and that there will be fall out. Invitees will be principally drawn from NPOs, audit firms, professional accounting bodies, regulators, donors, consultants in the sector and academics. A cross section from these communities is being sought. If fewer than 60 people accept, events will be opened up to either a reserve list or general application.
- 3.4 Session one of the meeting will focus on Chapters 1-3 of Part 1 of the Consultation Paper. Session two will focus on Chapters 4-5 of Part 1 and the overview section of Part 2. The specific issues in Part 2 will not be covered in these meetings and we are still considering how regional meetings can be best delivered.
- 3.5 Break out groups will be established in each session to allow discussion of a number of pre-formatted questions. These questions are currently being developed and we propose to not directly repeat the Consultation Paper questions. The questions are intended to engage participants in how the Consultation Proposals were reached and get specific feedback on local issues.

Question 3: Can members provide advice on potential attendees from their jurisdiction or regional geography?

Question 4: Do members have any views on the discussion questions for the regional meetings?

4. Plan for 2021

- 4.1 The first half of 2021 will be focused on outreach events and on raising funds to support the next stages of the project. Outreach will be predominantly through the regional meetings discussed above. We will also look at other opportunities to promote the Consultation Paper and the work of the project.
- 4.2 The second half of the year will comprise outreach meetings on the specific accounting issues (June to August) and analysis of the responses to the Consultation Paper. The scale of this work will depend on the level of additional funding that is provided to the project as well as the number of responses. Timeframes, beyond the middle of year may therefore be subject to change.

4.3 With full funding available the plan for the year is as follows:

	Jan	Feb	Mar	Apr	Ma	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Fundraising												
Regional meetings (Part 1)												
Regional meetings (Part 2)												
Analysis of Part 1 responses												
Analysis of Part 2 responses												
TAG meetings												
PAG meetings												

4.4 We expect to hold all meetings virtually this year, except for the PAG meeting in September and the TAG meeting in October. If travel restrictions permit we will hold these meeting as face to face meetings adjacent to each other. This will provide the opportunity for TAG and PAG members to meet each other to promote strong working across the Groups. If some travel is permitted, we will look at holding these meetings as hybrid meetings. The fallback remains virtual meetings.

4.5 TAG and PAG meetings in the first half of the year will be primarily concerned with progress with the Consultation Paper, but will also lay the groundwork for developing the Guidance. The meetings in September/October will examine the responses from Part 1 and any early insight from the Part 2 responses. Work will commence from November on developing the draft Guidance.

4.6 Work continues to establish the Donor Reference Group, where a number of organisations have now signed up to the Group. The first meeting will take place when in the view of the project team there is sufficient critical mass to proceed.

February 2021

Annex A

Country awareness Sessions to 19 February 2021

Date	Country	Registrations	Attendees
17 September 2020	Rwanda	64	16
2 October 2020	Uganda	170	84
6 October 2020	India	273	176
13 October 2020	Afghanistan	29	24
15 October 2020	Kenya	124	101
21 October 2020	Ghana	31	23
4 November 2020	Nigeria	81	67
6 November 2020	Turkey	144	266
10 November 2020	USA	25	23
11 November 2020	Ethiopia	17	17
13 November 2020	UK	40	20
18 November 2020	Jamaica	40	33
25 November 2020	Zambia	12	4
26 November 2020	South Africa	34	29
28 November 2020	Bangladesh	154	709
19 January 2021	Zimbabwe	474	133
20 January 2021	Colombia	199	196
15 February 2021	Australia	455	295