

Practitioner Advisory Group Issue Paper

AGENDA ITEM: PAGED08-01

14 December 2022 – Virtual

Outreach on ED1

Summary	This paper summarises the outreach proposals for ED1.
Purpose/Objective of the paper	Outreach is planned for ED1 through a number of events and activities and social media. This paper explains the approach being adopted to maximise reach within the project resources
Other supporting items	None
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Actions for this meeting	<ul style="list-style-type: none"> • Comment on the approach to outreach proposed • Advise on questions to be included in the survey • Advise on further opportunities to generate reach and impact

Technical Advisory Group

Outreach on ED1

1. Background

- 1.1 Exposure Draft 1 (ED1) was launched at the World Congress of Accountants (WCOA) on 20th November 2022. The chair of the TAG and one of the project's Steering Group members were on a panel at a WCOA session alongside the IASB, who were presenting on the Exposure Draft for the Third edition of the *IFRS for SMEs Accounting Standard*.
- 1.2 In preparation for this launch, an email campaign raised awareness of the imminent publication of the Exposure Draft. Immediately afterward the publication was announced through press releases, email and social media.
- 1.3 The Exposure Draft is open for comment for 4 months. During this period, a number of activities are planned to raise awareness of the Exposure Draft and to encourage the sector to respond to the proposal that it contains.

2. Events

- 2.1 A number of events are planned for January and February 2023 to explain the proposals in the Exposure Draft and to engage across the sector on its content. Specifically the following are the current plans:

January 16-19	Four webinars that broadcast the content of the explainer videos, and take questions and answers on the proposals
February 7	Latin America & Caribbean – round table (face to face in Bogata)
February 22	Africa – round table (virtual)
February 23	Asia – round table (virtual)
February 27	Open round table x2 (virtual)

- 2.2 All of these events are being framed around four topic areas that are central to the proposals that are in the first Exposure Draft. The four topic areas are:

- The key concepts and principles that are being used to develop INPAG
 - The scope and content of the financial statements
 - NPOs as a reporting entity for financial reporting
 - Narrative reporting
- 2.3 Four explainer videos are either already published or about to be published that cover these four topic areas. These videos are being made available in English, Spanish, French and Arabic. The January webinars are being designed to allow those that have watched the explainer videos to ask questions to clarify their understanding of the proposals in Exposure Draft 1. The intention of these webinars is to grow familiarity of the content of the proposals.
- 2.4 The region specific round table events will be invitation-only events. We are seeking input from TAG members, PAG members and Country Champions on the invite lists for these events. We are looking to invite senior stakeholders from different parts of the sector (preparers, auditors, regulators, standard setters, funders, professional accounting organisations, academics, civic society) across a range of countries within each regional area. We are aiming to have around 40-60 people at each of these events.
- 2.5 The face to face round table will be a full day event. The virtual equivalents will be 3 hours long and will be a condensed version of the full day event.
- 2.6 The open round tables will be open to anyone and will take place in two time zones; one which is aimed at working hours in Europe/Asia/Africa/Oceania and one which is aimed at the Americas and the Caribbean. Previous experience is that delegates don't always attend in working hours and attendance globally is likely to be mixed.
- 2.7 The open round tables will be 2 hours long. The proposal is that delegates will be able to select two topics they would like to discuss, and technical support for this proposal is currently being explored. Further information about these events is in Annex A.
- 2.8 The virtual events will include discussions between delegates in virtual break out rooms. Where there is sufficient demand we will open break out rooms for discussion in Spanish, French and Arabic.
- 2.9 In addition, for those countries that have a national working group, the project team will be working with the country champions in those countries to organise events to discuss the Exposure Draft proposals.

Question 1: What are the PAG's views on these proposals? Does the PAG have any advice on the marketing of these events?

3. Surveys

- 3.1 The Exposure Draft includes a number of questions on which feedback is being sought. Feedback is not limited to these questions, but they provide a useful way to discuss the most likely significant matters in the Exposure Draft proposals. The questions seek a qualitative, narrative response to provide an understanding of the reasons for the views that are being expressed.
- 3.2 In the 2021 Consultation Paper, a survey was included as a method of responding to the consultation. This survey replicated the questions in the Consultation Paper. The survey proved to be a useful way of engaging with a wider range of respondents, but the feedback provided was less qualitative in nature and generally, was not as rich as that provided through word template responses or comment letters.
- 3.3 Building on this experience, and responding to feedback provided by TAG members on the questions proposed in ED1, surveys are proposed to be used in gathering feedback but in a different way to the Consultation Paper. The proposal is for shorter, quantitative surveys, with survey questions designed to support the qualitative responses being sought from the Exposure Draft itself.
- 3.4 The survey questions are currently being determined. Respondents could be asked to make a selection from a set of pre-defined responses, to rate a statement based on say difficulty or importance, or rate a statement based on frequency of occurrence. Examples of the kinds of questions that could be asked are included in Annex B. Comment boxes will be provided to capture more detailed feedback from respondents. Suggestions of questions to include in the survey, which would serve to inform responses to the formal questions are welcome.
- 3.5 During the period from mid January to mid March, 4 surveys are planned to be issued, that address each of the topic areas. Issuing the surveys over time will provide a reminder to potential respondents of the consultation period to keep the Exposure Draft current. Care will, however be needed to ensure that potential respondents do not become fatigued with survey questions.

Question 2: What are the PAG's views on this approach? Does the PAG have any advice on the marketing of these surveys?

Question 3: What advice does the PAG have on the framing of survey questions?

4. Social media

- 4.1 The Consultation Paper, which was issued in January 2021 was subject to an intensive social media campaign leading up to its launch and over the launch period. Although social media was used to promote outreach events, social media dropped off after launch. This was partly because materials were focused on the launch itself and other than outreach events, less on maintaining presence beyond this point.
- 4.2 A different approach is being taken for Exposure Draft 1. Resources are being rolled out rather than providing all materials and launching these on day one. This provides the opportunity to announce new resources, which keeps the Exposure Draft current.
- 4.3 Over the next four months there will be:
- Invitation to comment, including an extensive summary, in Spanish (planned before 8 December 2022)
 - Two further explainer videos (planned before 23 December 2022) in English
 - Invitation to comment, including an extensive summary, in French (planned before 23 December 2022)
 - Translated versions of the explainer videos in Spanish, French and Arabic (progressively rolled out before 13 January 2023)
 - Invitation to comment in Arabic (planned before 31 January 2023)
 - Survey 1 (planned for January 2023)
 - Survey 2 (planned for February 2023)
 - Survey 3 (planned for February 2023)
 - Survey 4 (planned for March 2023)
- 4.4 Each of these announcements will be accompanied by a reminder about the closing date for responses to the Exposure Draft and requesting confirmation whether individuals plan to respond.

Question 4: What are the PAG's views on the approach to the use of social media? Are there further opportunities that should be explored?

5. Tracking 'intention to submit' a response

- 5.1 While the Consultation Paper was open for comment, from 21 January to 7 October 2021, it was difficult to know who was working on or planning to submit responses. The majority of responses came in during the last week, and it was not always clear if the responses were on behalf of individuals or organisations.

- 5.2 Having learnt from that experience, we have created a form on the website (www.ifr4npo.org/have-your-say) where people can let us know that they intend to submit a response. This is followed up with a response to learn their preferred language, topics of interest, and whether they plan to submit as an individual or on behalf of their organisation, so that targeted support and reminders can be provided as needed.
- 5.3 We have drawn up a list of specific organisations we would be keen to receive responses to, and are reaching out to them specifically.

Question 5: What are the PAG's views on the approach? Are there further opportunities that should be explored?

December 2022

Annex A - Round Table events

Event	Duration	Topics	Language
Latin America round table (face to face)	1 day	4 topics (1.5 hours for each)	Spanish with translation to English for plenary sessions
Africa round table (virtual)	3 hours	3 topics (45 mins each)	English with translation to French. Break out rooms in English, French and Arabic subject to demand
Asia round table (virtual)	3 hours	3 topics (45 mins each)	English. Break out rooms in other languages subject to demand
Open round tables (virtual)	2 hours (consideration is being given to an option for an additional 45 minutes for a third topic)	Choice of 2 out of 3 topics (45 mins each)	English with break out rooms in English, Spanish, French and Arabic subject to demand

Annex B - Examples of how survey questions could be framed

Response based on difficulty

	Very easy	Easy	Neither easy not difficult	Difficult	Very difficult
Rate the ease at which the following can be actioned in your country					
Applying INPAG by finance staff in NPOs					
Applying INPAG's narrative reporting requirements for the NPO preparers					

Response based on importance

	Not relevant	Not important	Somewhat important	Important	Very important
Rate the importance of the following in your country					
Distinguishing funds with restrictions and funds without restrictions to provide useful information to users					

Response based on frequency

	Not at all	Rarely	Sometimes	Often	Always
Rate the extent to which you believe the following apply in your country					
General purpose financial statements and/or general purpose financial reports are currently used					
General purpose financial reports prepared under INPAG will be used					
The proposals for narrative reporting will provide information that is useful					

Drop down response

To what extent would the INPAG description of NPOs encompass the kinds of entities that are seen as NPOs in your jurisdiction	Less than 10%	0-40%	40-60%	60-90%	More than 90%
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