

**Meeting:** IESBA  
**Meeting Location:** Athens, Greece  
**Meeting Date:** June 18–20, 2018

## Agenda Item 10

### Restructured Code Rollout

#### Objective of Agenda Item

1. To receive an update on the status of the “rollout” initiatives aimed at promoting awareness and adoption and implementation of the recently released [International Code of Ethics for Professional Accountants \(including International Independence Standards\)](#) (the revised and restructured Code or the new Code).

#### Working Group

2. Members:
  - Kim Gibson, Chair, IESBA Member
  - Saadiya Adam, IESBA Technical Advisor
  - Brian A Caswell, IESBA Member
  - Reyaz Mihular, IESBA Member

#### Background

##### Approval of the Code

3. At its December 2017 meeting, the IESBA approved the final text of the revised and restructured Code and established a Working Group to promote awareness of the new Code, and support its adoption and effective implementation. Shortly after the March 12-14, 2018 IESBA meeting, the Public Interest Oversight Board (PIOB) [concluded](#) that the Code had been approved by the IESBA in accordance with due process and with proper regard for the public interest.

##### Global Communication Strategy and Action Plan

4. Recognizing that effective communication and global stakeholder engagement are critical to the achievement of its objective, the Working Group has partnered with the IFAC Communications team to develop a year-long Global Communication Strategy and Action Plan (the Plan) to facilitate this rollout. This plan involves:
  - Smart, efficient use of existing IFAC infrastructure, including its communication channels, committees and member organizations to reach target audiences. This will include the use of digital and print publications, as well as social media (e.g., LinkedIn and Twitter).
  - Continual engagement with stakeholders to assist to identify opportunities to promote awareness of the Code and its adoption and implementation. This might involve mobilizing

IESBA members, Technical Advisors, the IESBA Consultative Advisory Group (CAG), national standard setters (NSS) and others to, as appropriate:

- Host, identify, or participate in national, regional and international conferences or similar events within their jurisdictions.
  - Host or participate in webinars, webcasts and other multi-media online videos or events to showcase key aspects of the Code.
  - Author general and audience-specific articles and publications highlighting key aspects of the Code.
  - Pass along questions about the Code that should be considered in developing IESBA Staff FAQs.
5. The Chair of the Working Group will brief the Board on the significant upcoming outreach activities that are planned to promote the new Code.

### **Press Release, Resources and Tools**

6. The new Code was [released](#) on April 9, 2018. In addition to the [final pronouncement](#) which is now available on the IESBA's [website](#), the following tools and resources are now available:
- One-page [flyer](#) summarizing the changes to the Code.
  - [Power-point slide deck](#) to assist NSS, regulators and audit oversight bodies, firms, IFAC member bodies, educators and others as they adopt and implement, educate and train, and enforce the new Code, as appropriate.
  - Four separate Bases for Conclusions relating to the [Structure of the Code](#), [Safeguards](#), [Applicability](#), and [Professional Skepticism](#) (short term) projects to help users understand the rationale for the changes to the Code.
  - [Table of concordance](#) comparing the paragraphs in the [2016 IESBA Handbook](#) to those in the restructured Code.
  - Recent webinars and social media coverage relating to the new Code.
7. [The Restructured Code Webpage](#) has recently been revamped to make it more visually appealing and user friendly. For example, videos are expected to be released about key aspects of the new Code from IESBA Chairman, the IESBA Consultative Advisory Group Chair and other IESBA members.
8. Additional resources and tools will soon be added, including:
- At-a-Glance documents.
  - Fact Sheet.
  - Staff Q&As.
  - More topic specific webinars and PowerPoint slides.
  - Topic-specific articles and publications.

### Inducements Provisions

9. On April 23, 2018, the IESBA [approved](#) revisions to the Code pertaining to the offering and accepting of inducements. These revisions further strengthen the Code, clarifying the boundaries for the offering and accepting of inducements, including gifts and hospitality. Subject to the PIOB's approval at its June 26-28, 2018 meeting, the final inducements pronouncement will be released in July 2018 and added as Sections 250,<sup>1</sup> 340,<sup>2</sup> 420,<sup>3</sup> and 906<sup>4</sup> to the 2018 edition of the IESBA Handbook. The new Handbook is scheduled to be released by September 2018.

### Coordination with the eCode Working Group

10. The Working Group is monitoring the activities of the eCode Working Group and is planning to provide input as appropriate.

### Activities since Last IESBA Meeting

11. The Working Group has met twice via teleconference since the March 2018 IESBA meeting.
12. IESBA representatives presented on the rollout initiative to the IESBA-NSS liaison group and the Forum of Firms in early May 2018. The Chair of the Working Group will brief the Board on the key outcomes of those discussions during the meeting.
13. For information only, details that have been gathered from a number of participants in the IESBA-NSS liaison group regarding their plans to date, if any, with respect to adoption of the new Code are provided in Agenda Item 10-A.

### Material Presented

Agenda Item 10-A      NSS Plans Regarding Adoption of Restructured Code

### Action Requested

14. IESBA members are asked note the presentation and share any reactions.

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<sup>1</sup> Part 2 – Professional Accountants in Business, Section 250, *Inducements, Including Gifts and Hospitality*

<sup>2</sup> Part 3 – Professional Accountants in Public Practice, Section 340, *Inducements, Including Gifts and Hospitality*

<sup>3</sup> International Independence Standards, Part 4A – Independence – Audit and Review Engagements, Section 420, *Gifts and Hospitality*

<sup>4</sup> International Independence Standards, Part 4B – Independence – Other Assurance Engagements, Section 906, *Gifts and Hospitality*