

Meeting: IESBA
Meeting Location: New York
Meeting Date: March 12-14, 2018

Agenda Item

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Rollout Initiatives Restructured Code

Objective of Agenda Item

1. To obtain Board members' views about possible "rollout" initiatives aimed at promoting awareness and adoption and implementation of the restructured Code.

Background

2. At its December 2017 meeting, the IESBA approved the final text of the [International Code of Ethics for Professional Accountants \(including International Independence Standards\)](#) (the "revised and restructured Code" or the "2018 Code"). During this meeting, the IESBA also established a Working Group to explore and recommend initiatives to communicate the release of the 2018 Code and to promote and support its adoption and effective implementation.

Working Group

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

Activities since Last IESBA Meeting

4. The Working Group has met via teleconference to develop the agenda material for this meeting. The Chair of the Working Group also met in person with the senior staff of the IESBA and the IFAC Communications team to discuss the approach to and resourcing for the rollout and implementation of the 2018 Code.

Working Group's Planned Approach

5. Effective communication and global stakeholder engagement are critical to the successful rollout and adoption and implementation of the 2018 Code. Accordingly, the Working Group is working closely with the IFAC Communications team to develop a Global Communication Strategy and Action Plan (the Plan) to facilitate the rollout of the 2018 Code.

Presentation from IFAC Communications

6. The Working Group has arranged for the Board to receive a presentation at the March 2018 meeting from senior IFAC Communications staff about the key elements of the Plan. The Board will have an opportunity to provide input and reactions about:

- Whether the Plan is comprehensive enough to elicit the interest of all users and benefactors of the Code, including all professional accountants, regulators and audit oversight bodies, preparers, those charged with governance, investors, public sector organizations, policy making organizations, national standard setters (NSS) and IFAC member bodies).
- How Board members and Technical Advisors might contribute to operationalizing the Plan within their respective jurisdictions.
- The nature of the materials/tools that should be made available to the public and the best time for its release.

Rollout of the 2018 Code

7. To facilitate early implementation activities, the following is already available on the IESBA's [website](#):
 - The approved text of the revised and restructured Code (clean and mark-up version); and
 - A staff-prepared Table of Concordance with a comparison of the paragraphs of the 2018 Code to the extant Code.
8. Subject to Public Interest Oversight Board (PIOB) approval, the revised and restructured Code is scheduled to be released by early April 2018. In addition to a combined press release with easy to digest messages that can be disseminated on social media, the following will be made available on the IESBA's website.

The Standard Package

- Final Pronouncement, *International Code of Ethics for Professional Accountants (including International Independence Standards)*
- Four separate Basis for Conclusions documents titled:
 - Improving the Structure of the Code of Ethics for Professional Accountants
 - Revisions Pertaining to Safeguards in the Code
 - Revisions to Clarify the Applicability of Provisions in Part C of the Extant Code to Professional Accountants in Public Practice
 - New Application Material Relating to Professional Skepticism and Professional Judgment
- Four separate At-a-Glance documents titled:
 - Improving the Structure of the Code of Ethics for Professional Accountants
 - Revisions Pertaining to Safeguards in the Code
 - Revisions to Clarify the Applicability of Provisions in Part C of the Extant Code to Professional Accountants in Public Practice
 - New Application Material Relating to Professional Skepticism and Professional Judgment

Additional Promotion and Implementation Materials

- Short video clips to:
 - Announce the official launch of “the 2018 Code Webpage” (IESBA Chairman)
 - Highlight key changes to the Code and why all professional accountants should care (President of IFAC and IESBA Chairman).
 - Explain the public interest benefits of the revised and restructured Code (Chairman of the IESBA Consultative Advisory Group (CAG)).
 - Summarize the nature of the structural revisions made to the Code (Structure Task Force Chair).
 - Explain the key revisions to the conceptual framework, including the role and applicability of the conceptual framework, and the interaction between factors that are relevant in evaluating threats and the examples of actions that might be safeguards to address threats (Safeguards Task Force Chair).
- Glossy publication summarizing important messages about the 2018 Code. The tentative title for the publication is *A New Ethics Code for Professional Accountants: What’s the Big Deal?*
- Slide Deck, *High-level Overview of Revisions and Restructuring Changes to the Code.*
- Slide Deck, *Detailed Presentation of Revisions and Restructuring Changes to the Code.*

Post-Release Activities

9. The Working Group believes that it is important to continually engage with key stakeholders after the 2018 Code is released. In this regard, the Working Group is planning to mobilize IESBA members and Technical Advisors, the CAG, NSS and others as appropriate to assist in:
 - Identifying opportunities to promote the 2018 Code at local, national, regional and international conferences.¹
 - Hosting webinars, webcasts and other multi-media online events.
 - Authoring general and audience-specific articles and publications highlighting key aspects of the 2018 Code.
10. The Working Group notes the IESBA’s plans to host global roundtables in June-July 2018 to solicit input on its Non-assurance Services and Professional Skepticism initiatives. The Working Group believes that those roundtables will provide opportunities to highlight key aspects of the 2018 Code, in particular the enhanced conceptual framework.
11. The Working Group embraces the need to be innovative and agile in order to focus professional accountants and others on the changes to the Code. The Working Group believes that the IESBA should partner with IFAC and IFAC Member Bodies to raise awareness of and promote the adoption and effective implementation of the 2018 Code.

¹ The Schedule of Outreach Activities at Agenda Item 1-A includes a list of the opportunities at which the 2018 Code will be discussed. Updated versions of this schedule will be available at future IESBA meetings.

12. The Working Group also recommends topic-specific webcasts/webinars, YouTube videos, and Staff FAQs publications as effective ways to respond to commonly asked questions stakeholders might have and to promote effective implementation of the 2018 Code.

Action Requested

13. IESBA members are asked note the presentation and share reactions.