

Meeting: IESBA
Meeting Location: New York and Virtual
Meeting Date: December 4-8, 13 and 15, 2023

Agenda Item

6

Sustainability Communications and Outreach Plan

Objective of Agenda Item

1. To gather feedback from IESBA members on the planned approach to promote the release of the sustainability ethics (including independence) standards Exposure Draft and subsequent interaction with stakeholders.

Background

2. In response to the global demand for high-quality sustainability reporting and assurance, the IESBA approved its Sustainability Project in December 2022. The standards emerging from the Sustainability Project, along with the International Auditing and Assurance Standards Board's (IAASB) proposed International Standard on Sustainability Assurance Engagements (ISSA) 5000,¹, and international standards on sustainability reporting will help build a strong foundation on which high-quality sustainability information can be produced, reported and assured.
3. Over the past year, the Board and staff have worked diligently to identify key ethical and independence challenges arising from sustainability reporting and assurance, and developing fit-for-purpose, framework-neutral standards on how to navigate them. The Exposure Draft for the proposed standards is expected to be released in January 2024, and the final standards are expected to be approved by the end of 2024.

Communication and Outreach Plan

4. In June 2023, staff began developing a communications plan that outlines coordinated strategies for promoting the IESBA's sustainability work and upcoming Exposure Draft. The plan includes objectives, key dates, audiences, opportunities, messaging, timelines, and possible tactics (e.g., webinars, video clips, direct engagement, pre-existing engagements). The IAASB's global outreach plan for the Exposure Draft of ISSA 5000 helped inform the draft communications plan for the IESBA's forthcoming Sustainability Exposure Draft.
5. To assist in enhancing the impact of the IESBA's communication and outreach activities relating to the forthcoming Exposure Draft, an external communications consultant has been engaged. The Board will be briefed on this external support during the session.

¹ Proposed ISSA 5000, *General Requirements for Sustainability Assurance Engagements*

Action Requested

6. IESBA members are invited to:
 - (a) Share views on the Sustainability Communications and Outreach Plan outlined during the presentation; and
 - (b) Provide feedback and suggestions on identifying and representing the IESBA in the outreach opportunities.

Material Presented

For discussion

Agenda Item 6-A Sustainability Communications and Outreach Plan – Presentation