

## **IESBA Communications Plan— Launch of Sustainability and Experts Standards**

### **A. Background**

1. On January 22, 2025, the IESBA will issue the Sustainability and Experts Standards with accompanying materials, e.g., press release, and Basis for Conclusions and At a Glance documents, assuming final Board approval of the standards in December. The launch plan for the new standards has been designed with attention to broadening the stakeholder universe and creating opportunities for IESBA members and staff to participate in outreach. The following plan outlines how the Communications team intends to achieve the objective of educating stakeholders about the importance and features of the new standards.

### **B. Media Engagement**

2. Since the IAASB will officially launch ISSA 5000 and associated materials at the same time, we will craft a joint media pitch that includes both boards' standards and leaders. We will also ensure collaboration as we engage so that individual reporters are not contacted by both IESBA and IAASB. Other joint activities include working on a video series and taking advantage of potential media, conference or other opportunities.
3. The media plan will include the following target outlets, which will be contacted over the next month:
  - Top-tier, including WSJ, FT & FT Moral Money, Bloomberg, Thomson Reuters, NYT, Washington Post, Forbes, Fortune
  - Sustainability-focused publications, including Responsible Investor, Environmental Finance, Sustainability Magazine, Trellis (formerly GreenBiz), [Sustainability Defined](#), [Think Sustainability](#), [The Sustainability Agenda](#), NYT's Sustainable Business, Politico's Sustainability, ESG Today, [ESG Clarity](#), [ESG News](#), [ENN](#), [edie](#), [Business Green](#), [ESG Investor](#), [ESG Review](#)
  - Accountancy trade publications, including Accounting Today, CPA Advisor, International Accounting Bulletin/The Accountant, Corporate Disclosures, etc.

### **C. Video Series**

4. The IESBA Chair and members, high-level global leaders, and IESBA technical staff will participate in a series of videos that will be shared before, during, and after the launch. The video series containing external support from high-level global leaders will feature supporting comments from Jean-Paul Servais (IOSCO Chair), Linda de Beer (PIOB Chair), Richard Moriarty (FRC CEO), etc. We will offer the option of issuing a quote for individuals who are not comfortable with participating in a video.
5. The video series with technical staff will include various short segments that speak to different elements of the standards. Each video would address specific questions about issues like value chain, etc. They will be launched on social media during 2025 and added to the IESBA website.

### **D. Webinars**

6. The Communications team will collaborate with the IESBA technical team to promote webinars. Various webinar formats, such as a one-hour online panel with three CFOs discussing sustainability

reporting, will be explored to reach new audiences. The webinars will be divided into shorter sections of approximately one hour, with fewer topics to reduce cognitive load for the audience.

#### **E. Potential Opportunities**

7. During 2024, IESBA representatives were invited to participate in conferences and webinars worldwide to discuss the new standards on Sustainability and Experts. The Communications team is pursuing speaking engagements for IESBA at several conferences in 2025, including the Financial Times Moral Money Summit (Europe), Reuters Responsible Business Summit (Europe Edition) and other global events.
8. The Communications team will also utilize IFAC's current communications, outreach and engagement plans to help create awareness among Professional Accountancy Organizations (PAOs) and their members. The activities include:
  - Monthly emails from IFAC regional managers to all PAOs.
  - Integration of messaging into IFAC Executive Communications. For example, we will work with the IFAC communications team to include references to the new standards and related messaging in relevant speeches and other engagements.
  - References to the new standards during relevant interviews and discussions with media.
  - Ongoing promotion across IFAC social channels.
9. Alongside IFAC's usual communications to PAOs, the following present potential opportunities to raise awareness about the new Sustainability and Ethics standards:
  - Explore partnership for NYC Climate Week 2025
  - Participate in EdExchange 2025
  - Outreach to the MOSAIC development and donor partners that have an interest in sustainability.

#### **F. Adoption and Implementation**

10. The Communications team will continue to collaborate with staff liaisons from the IESBA Adoption and Implementation (A&I) Working Group to align initiatives and avoid duplicating efforts. There will also be regular interaction with IFAC's Sustainability A&I team to promote understanding about the new standards and assist them in responding to questions that may arise after the Launch.

#### **G. Deliverables**

11. Launch Day will feature a range of actions aimed at enhancing IESBA's prominence in promoting high-quality sustainability reporting and assurance, such as an updated website, videos, social media blitzes, toolkits, etc.
12. The achievement of additional milestones and outputs throughout 2025 will rely on the collective efforts of IESBA members, technical advisors, and staff. Creating a network to communicate the messaging about IESBA's Sustainability and Ethics Standards will require a collaborative approach.

**Requested Action: IESBA members are invited to provide input on the outlined plan and share areas in which they would be willing to assist.**