



IESBA

International Ethics Standards Board for Accountants
AN IFEA BOARD

Serving the Public Interest: The Strategic Role of Communication and Engagement at IESBA

June 2025 | IESBA Meeting | New York



Agenda

SERVING THE PUBLIC INTEREST: THE STRATEGIC ROLE OF COMMUNICATION AND ENGAGEMENT AT IESBA

- Key developments since March: Communication Benchmarking
- Key Developments since March: Risks and Opportunities - Assessment Confirmed
- IESBA SMART: Articulating Purpose and Action to Win the New Phase
- SMART Lines for Communication (2025–2026)
- Appendices
 - I: Strategic Communication 2025
 - Appendix II: Benchmarking Highlights



Key Developments since March: Communication Benchmarking

Benchmarking: in Search of Good Practices

SERVING THE PUBLIC INTEREST: THE STRATEGIC ROLE OF COMMUNICATION AND ENGAGEMENT AT IESBA

Areas of focus

- Website: homepage, language, visuals, look and feel, structure – focusing on stakeholders and news
- Social media: platforms, frequency, length, type of posts (photo, video, engagement), outreach and board activities on social media

Institutions to benchmark against – See Appendix

- 6 regulatory bodies, standard setters, PAOs : AICPA; PCAOB; ICAEW; FRC; IFRS/ISSB; Accountancy Europe
- 6 External Institutions: Veolia; ECB; IMF; Carnegie Council for Ethics in International Affairs, CFA, AccountAbility

10 recommendations for IESBA's Website and Social Media

SERVING THE PUBLIC INTEREST: THE STRATEGIC ROLE OF COMMUNICATION AND ENGAGEMENT AT IESBA

Website and general content

1. Elevate mission and value proposition
2. Write clearly and concisely, using direct language
3. Maintain Voice, Language and Brand Consistency
4. Refresh homepage (entry point, image, structure)
5. Improve news sections and press releases
Create stakeholder pathways
6. Enhance the readability of publications

Social Media

7. Shorter posts, Maintain Voice, Language and Brand Consistency
8. Diversify content types towards video and interactive posts
9. Keep Post cadence and expand to more social media platforms
10. Support Board members social media activity

Key Developments since March: Risks and Opportunities - Assessment Confirmed

Top risks: Backlash against regulation, compliance burden, and resistance to new requirements are main risks

PESTEL Dimensions	Top 5 Board Risks
Environmental	ESG Regulatory Pressure: Sustainability backlash and new climate reporting laws (eg. CSRD) will test IESBA's principles-based approach.
Legal	Compliance Burden: Changes to global ethics standards and sustainability regulations, along with standard-setting fatigue from the number of new projects in 2022–2024, may reduce goodwill toward IESBA.
Political	Competitiveness agendas and related backlash against regulation: A deregulatory agenda and shifting requirements in the U.S., EU and globally create challenges for international ethics standard-setting.
Legal	Complex Cross-Border Adoption: Differences and divergences in legal frameworks leading to regulatory fragmentation may hinder global ethics standards adoption.
Social	Resistance to Ethics Standards: Firms and PAOs may resist additional ethics requirements due to cost or operational constraints.

PESTEL Dimensions	Top 5 Staff Risks
Social	Resistance to Ethics Standards: Firms and PAOs may resist additional ethics requirements due to cost or operational constraints.
Legal	Compliance Burden: Changes to global ethics standards and sustainability regulations, along with standard-setting fatigue from the number of new projects in 2022–2024, may reduce goodwill toward IESBA.
Economic	Resource Constraints & Skills Gaps: Many organizations lack specialized skills, particularly in IT, AI, and Ethics; talent retention and shortage in the accountancy profession
Political	Competitiveness agendas and related backlash against regulation: A deregulatory agenda and shifting requirements in the U.S., EU and globally create challenges for international ethics standard-setting.
Technological	Complexity and Automation: Automation and the use of technology to support analysis and decision-making can threaten principles such as integrity, objectivity, professional competence and due care, and confidentiality.

Top opportunities: Simplification, engagement, and standards as tools for consistency and trust seen as key

PESTEL Dimensions	Top 5 Board Opportunities
Political	Advocating for Ethical-Standards: Positioning IESBA as a stable and reliable voice in global ethical frameworks, particularly in AI/Tech, Culture and Governance, Sustainability, NOCLAR, and Tax Planning. Reinforce IESBA's value proposition, given that in times of uncertainty, ethics is even more important.
Legal	Strengthening IESBA's value proposition: Highlight IESBA's work as a tool for regulatory consistency.
Political	Global Ethics Leadership: Strengthening relations with IOSCO, international organizations (UN, ISSB), and regional/national authorities committed to promoting best practices and aligning with internationally agreed approaches to ethics and audit standards.
Legal	Simplification of IESBA Code: Simplify messages and increase support for adoption and implementation of existing standards.
Social	Stakeholder Engagement: Enhancing outreach to investors, the corporate governance community, regulators, and firms that want to distinguish themselves as ethical and sustainable leaders.

PESTEL Dimensions	Top 5 Staff Opportunities
Legal	Simplification of IESBA Code: Simplify messages and increase support for adoption and implementation of existing standards.
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Legal	Strengthening IESBA's value proposition: Highlight IESBA's work as a tool for regulatory consistency.

IESBA SMART: Articulating Purpose and Action

A Way to Position Our Thinking and Action

SERVING THE PUBLIC INTEREST: THE STRATEGIC ROLE OF COMMUNICATION AND ENGAGEMENT AT IESBA

In light of the risks and opportunities the IESBA faces — and reflecting on many of the ideas raised in discussions with a wide range of stakeholders in the last months (IFAC, JSS, SAC, Roundtables) — the IESBA Communications team has started shaping a possible approach that brings together some of the key themes and may offer a coherent, aligned and pro-active response to current challenges

Introducing IESBA SMART

SERVING THE PUBLIC INTEREST: THE STRATEGIC ROLE OF COMMUNICATION AND ENGAGEMENT AT IESBA

Simplification

Mobilization

Adoption

Responsiveness

Targeted Action

Simplification. Simplify how we work, communicate, and connect

- Make the Code easier to navigate and use
- Streamline communications language and documentation
- Improve the website and user experience

Responsiveness. Be attuned and adaptable to stakeholders

- Listen actively
- Respond promptly
- Adjust based on feedback

Adoption. Focus on uptake of the Code

- Promote its relevance
- Support adoption and implementation
- Build momentum around key standards

Mobilization. Engage with impact and purpose

- Facilitate stakeholder dialogue through new engagement tools
- Expand outreach and strengthen partnerships
- Build more impactful relationships

Targeted Action. Tailor efforts to different audiences

- Segment stakeholders
- Customize support
- Communicate with purpose

SMART Lines for Communication (2025–2026)

Simplification — Make It Easier to Understand and Engage

SERVING THE PUBLIC INTEREST: THE STRATEGIC ROLE OF COMMUNICATION AND ENGAGEMENT AT IESBA

- **Simplify messaging and language on the website**
 - Revise homepage mission and highlight key figures
 - Simplify titles and lead texts in key sections
- **Produce non-technical accessible content**
 - Launch Snapshots (public-facing Q&As)
 - Create IESBA Perspectives blog for board and staff insights
- **Refine press releases**
 - Use simpler language, shorter titles
 - Add three-bullet summaries at the top
- **Establish clear content workflows**
 - Streamline how we produce press releases, posts, outreach communication, snapshots, replies to public/media, and formal letters (develop specific processes)

Mobilization — Amplify IESBA's Voice and Presence

SERVING THE PUBLIC INTEREST: THE STRATEGIC ROLE OF COMMUNICATION AND ENGAGEMENT AT IESBA

- **More impactful outreach**
 - Increase op-eds and interviews
 - Partner with key publications and organizations
 - Organize international conference
 - Strengthen brand identity across channels
- **Improve visuals and multimedia**
 - Better photography (especially outreach)
 - Stronger visuals on homepage (hero and sub-hero images)
 - Expand quality and quantity of video content
- **Strengthen social media**
 - Shorter, more engaging posts
 - Interactive content (e.g., quizzes)
 - Refresh and organize YouTube, activate Twitter and Bluesky
 - Consider Instagram for broader reach

Adoption — Promote and Support Use of the Code

SERVING THE PUBLIC INTEREST: THE STRATEGIC ROLE OF COMMUNICATION AND ENGAGEMENT AT IESBA

- **Run campaigns on adoption**
 - Highlight new and broadening adoption of standards
 - Share success stories and early adopters
 - Explore external support for campaigns on ethics and independence
- **Support technical work**
 - Communications support for Adoption & Implementation Working Group

Responsiveness — Listen More, Show We Heard

SERVING THE PUBLIC INTEREST: THE STRATEGIC ROLE OF COMMUNICATION AND ENGAGEMENT AT IESBA

- **Increase engagement and ‘listening’ initiatives:**
 - Run stakeholder and subscriber surveys
 - Develop and share a public outreach calendar
- **Make due process more visible and known**
 - Better publicize consultations and their impacts
 - Highlight SAC and JSS work
- **Close the feedback loop**
 - Enhance Board visibility of feedback on projects from stakeholder outreach
 - Appropriately brief key stakeholders on IESBA consideration of feedback provided

Targeted Action – Talk to the Right People the Right Way

SERVING THE PUBLIC INTEREST: THE STRATEGIC ROLE OF COMMUNICATION AND ENGAGEMENT AT IESBA

- **Segment content by stakeholder group in website**
 - Auditors | Preparers | Smaller Practices | Investors & Other Users
 - Tailor Code explanations and highlight relevant parts
 - Develop specific videos and explainer content (e.g., on sustainability)
- **Highlight current focus areas on homepage**
- **Plan targeted engagement strategy annually**
 - Based on key risks
 - Prioritize IFAC including SMPAG, GPPC, GAA, key regulators, investors, standard setters, companies, and international organizations



Comments and Questions

Appendix I: Strategic Communication 2025

Strategic Communication Methods

SERVING THE PUBLIC INTEREST: THE STRATEGIC ROLE OF COMMUNICATION AND ENGAGEMENT AT IESBA

Recognize both internal and external limitations:

- External Context (Political, Economic, Social, Technological, Environmental, Legal)
- Consider unique attributes of project and stakeholders
- Internal environment of IFEA/IESBA

Uphold ethical standards in communication*

- Truthfulness and Transparency
- Authenticity
- Respect
- Fairness and balance
- Common good and public interest

Plan and ensure assessment and evaluation^

- Resources/Inputs
- Initiatives/Outputs
- Outcomes/Engagement

Communicating in Times of Change

SERVING THE PUBLIC INTEREST: THE STRATEGIC ROLE OF COMMUNICATION AND ENGAGEMENT AT IESBA

Pro-active

- Active listening and two-way communicating
- Pro-active in anticipating risks and developing narratives that resonate with stakeholders
- Transparent and confident leadership
- Closing the feedback loop

Clear

- Clear, simple and values-based communication
- Segment message to groups of stakeholders
- Empathy and authenticity

Consistent

- Across 'lines/channels' of communication
- Across stakeholders
- Coherent with IESBA mission, vision and values
- Over time

Objectives 2025

SERVING THE PUBLIC INTEREST: THE STRATEGIC ROLE OF COMMUNICATION AND ENGAGEMENT AT IESBA

Strategic:

- Amplify IESBA's voice to promote ethics as a foundational element of the public interest
- Establish IESBA standards as a critical tool for improving resilience, performance, and reputation
- Accelerate adoption and effective implementation of the Code

Tactical

- Treat the conceptual framework as a practical instrument: connect 'principles,' 'threats,' and 'actions'/'safeguards' to present-day issues
- Develop compelling content that considers the interests and characteristics of stakeholders
- Enhance engagement with followers (IESBA 20k newsletter subscribers), firms and PAOs
- Increase video output and amplify efforts in social and traditional media
- Expand board's international reach and engage with new stakeholder groups

Key Initiatives 2025

SERVING THE PUBLIC INTEREST: THE STRATEGIC ROLE OF COMMUNICATION AND ENGAGEMENT AT IESBA

Back-end

- **Identifying Risks and Opportunities**
- **Monitoring media for the team and board**
- **Benchmarking IESBA Communication**
- **Developing communication strategies tailored to project goals and key challenges** (FCG; Sustainability; Tax Planning; CIVs)
- **Facilitating engagement for board members**
 - LinkedIn training and assistance for board members
 - Support with messaging



Front-end

- **Improving targeted outreach:**
 - Strengthen connections with subscribers in hard news and strategic messaging.
 - Foster closer collaboration with PAOs and the media; strengthening social media
 - Consider national op-ed pieces featuring the Chair and local board members
- **Creating impactful formats:**
 - Video series: Board Preview; Message from the Chair; IESBA Focus; IESBA Insights
 - New publications: Snapshot (Q&A aimed at a broader audiences); Educational Animations
 - Audience engagement initiatives: quizzes and other interactive content
 - Enhance the website, social media, messaging, and material

Appendix II: Benchmarking Highlights

Key Recommendations for IESBA Website and Content

SERVING THE PUBLIC INTEREST: THE STRATEGIC ROLE OF COMMUNICATION AND ENGAGEMENT AT IESBA

Refresh Homepage: Elevate Mission Value Proposition and Improve Visual Entry Point

Review IESBA's mission statement on the homepage to reinforce its role and relevance for wider audiences. Shift from a static structure to a guided, storytelling format that shows who IESBA is, what it does, and why it matters. Enhance hero section or featured banner to highlight standards, consultations, or strategy milestones. Improve visuals and homepage media elements.

News sections and Press Releases: Activate the News Section and revise press releases, making them easier to read and to the point

Voice and Language Consistency: Maintain a consistent voice and language across platforms; Aim to write clearly and concisely, using direct language (in social media have shorter posts and more digestible language)

Create Stakeholder Pathways: Consider audience-based sections (e.g., "For Firms," "For Regulators") to guide visitors more intuitively

Enhance Publications: Add/reinforce the use of engagement tools (search, tags, summaries), and more non-technical material and more intuitive organization to support easier access and exploration

Key Recommendations for Social Media

SERVING THE PUBLIC INTEREST: THE STRATEGIC ROLE OF COMMUNICATION AND ENGAGEMENT AT IESBA

Voice, Language and Brand Consistency: Maintain a consistent voice and language across platforms. Shorter posts, more digestible language and assure also visual consistency, and create a consistent and recognizable brand style for each project

Diverse Content Types: Utilize various content types and increasingly use of videos and interactive posts

Post Cadence: Maintain current cadence, monitor effects on engagement when posting twice a day, and reassess as followers increase

Alternative Platforms: Enhance user experience on YouTube and leverage older content on Shorts. Enhance Twitter presence and test Bluesky, and have dedicated discussions to expanding to other platforms, in particular Instagram

Support Board members social media activity: Together IESBA board members have more than 32 thousand followers on LinkedIn, are spread around the world and are considered credible voices in their communities

IESBA Website

FOCUSED ON INTERNATIONAL ETHICS FOR ACCOUNTANTS

KEY ELEMENTS

- Standards & Pronouncements
- Consultations & Projects
- Support & Resources
- News and Updates
- Quick Links (Handbook strategy, work plans)
- Emphasizes transparency and ethical support for stakeholders

The screenshot displays the IESBA website interface. At the top, there is a navigation bar with a 'Manage' dropdown, a user profile 'David Johnson@ifac.org', and an 'EDIT' button. Below this is a secondary navigation bar with tabs for 'Content', 'Structure', 'Configuration', and 'People'. The main header features the IESBA logo and a search bar. The primary navigation menu includes links for 'Standards & Pronouncements', 'Consultations & Projects', 'Support & Resources', 'Stakeholder Advisory Council', 'About IESBA News', and 'Meetings Focus Areas'. A secondary menu below the main navigation offers 'View', 'Edit', 'Delete', 'Revisions', and 'Clone' options. The main content area has a dark blue background with the title 'INTERNATIONAL ETHICS STANDARDS BOARD FOR ACCOUNTANTS'. A central text block explains the board's mission: 'The International Ethics Standards Board for Accountants® (IESBA®) sets high-quality, international ethics (including independence) standards as a cornerstone to ethical behavior in business and organizations and to public trust in financial and non-financial information that is fundamental to the proper functioning and sustainability of organizations, financial markets, and economies worldwide.' Below this, there are two featured articles. The first article, titled 'What is the main difference between ethical culture and ethical climate?', includes two options: 'A. Ethical culture focuses on perceptions while ethical climate influences behavior.' and 'B. Ethical culture is about shared values and norms, while...'. The second article, titled 'IESBA Launches Public Consultation on Auditor Independence for Audits of Collective Investment Vehicles and Pension Funds', includes a 'LEARN MORE' link. The bottom right corner of the screenshot shows a 'CO' button.

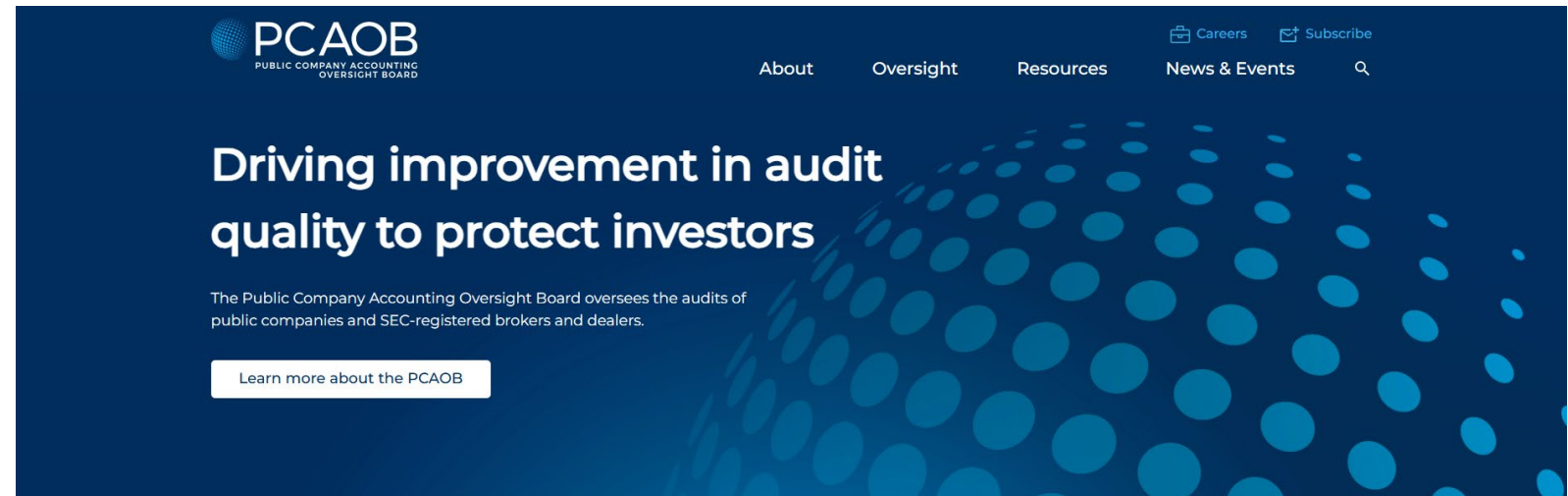
PCAOB Website

BEST EXAMPLE OF STAKEHOLDER ORIENTATION

Why it stands out: PCAOB directly addresses key audiences (auditors, investors, small firms, academics) on the homepage and builds navigation around them.

Key strengths for IESBA to learn from: Stakeholder-specific pathways, segmented content, and practical tools like AuditorSearch.

Why it complements IESBA: Both are global ethics/regulator-adjacent bodies—yet PCAOB is more audience-savvy and action-oriented in structure.



Information for:



Auditors



Investors



Audit Committees



Academics



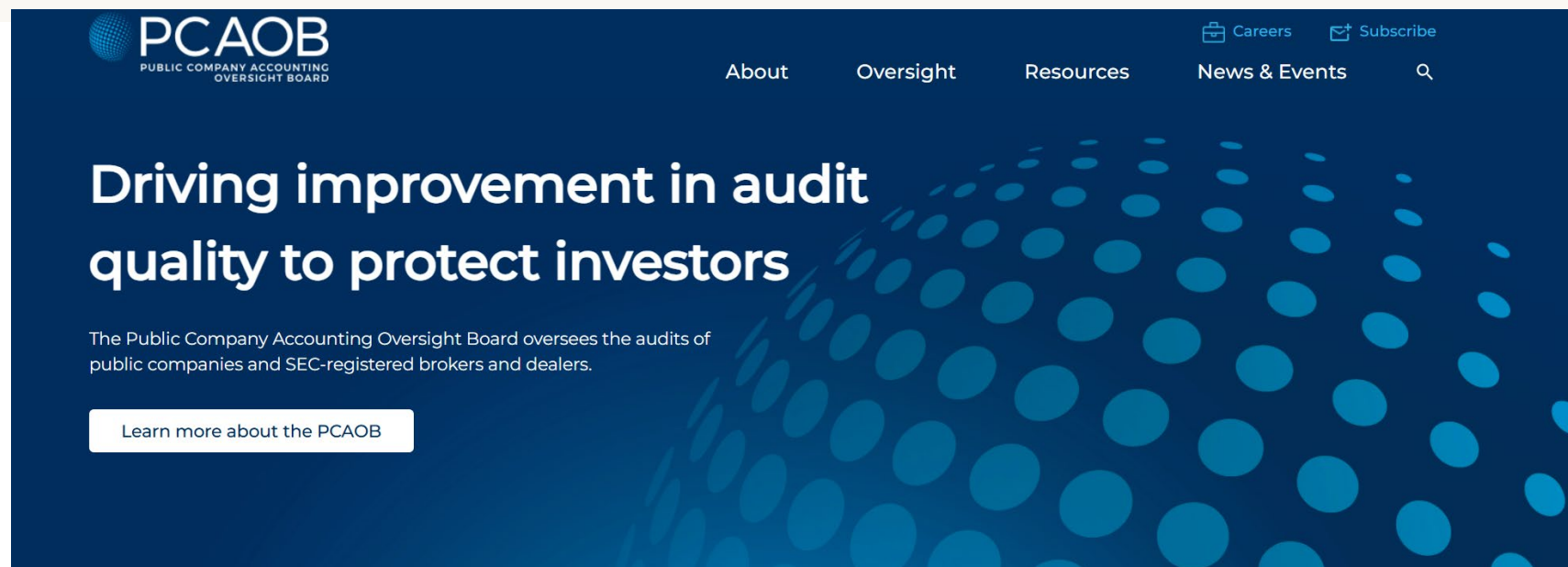
Preparers



Smaller Firms

Good examples: Clear value and focus on stakeholders

PCAOB



Information for:



Auditors



Investors



Audit Committees



Academics



Preparers



Smaller Firms

Good examples: Events Calendar

PCAOB

Sort By

Newest First

<

1

of 15

>

24 Items Per Page

Total Results: 339

EVENT

[PCAOB Smaller Firm Workshop: Implementation of New Quality Control Standard](#)

EVENT TYPES

Smaller Firm Workshop

DATE(S)

May 13, 2025

SPEAKERS

PCAOB Staff

[View Event →](#)

EVENT

[Forum on Auditing in the Small Business Environment and on Auditing Broker-Dealers](#)

EVENT TYPES

Small Business and Broker-Dealer Auditor Forum

DATE(S)

May 1, 2025

SPEAKERS

Board Member George R. Botic; PCAOB Staff; FINRA Staff; SEC Staff

[View Event →](#)

EVENT

[PCAOB Investor Advisory Group Meeting](#)

EVENT TYPES

Investor Advisory Group Meeting

DATE(S)

Apr. 29, 2025

SPEAKERS

Panel

[View Event →](#)

Good examples: Events Calendar

CFA, VEOLIA, ECB

Events and webinars

Through career resources, professional learning opportunities, and educational and networking events, CFA Institute gives your career a critical edge – wherever you are in your professional journey.

Upcoming events

Event recordings

Results 1-7 of 7

CFA INSTITUTE
LIVE 2025
CHICAGO

4 - 7 May 2025 | 9 AM - 12 PM EDT

CFA Institute LIVE 2025

Investment Foundations
Certificate series: Achieving

13 May 2025 | 9 - 10 AM EDT

Investment Foundations
Certificate series: Achieving

CFA® Program career paths
webinar series

20 May 2025 | 8 - 9 AM EDT

CFA® Program career paths
webinar series

IESBA
International Ethics Standards Board for Accountants
AN IFEA BOARD

ANYTIMEPAST MONTH (17)PAST YEARIMAGE PREVIEW

25/04/2025

Calendar of Christine Lagarde, January 2025

Calendar of Christine Lagarde, January 2025 2 Monday, 20 January Eurogroup Brussels, Belgium Meeting with Arvils Ašeradens, Minister of Finance of Latvia

ECB

Calendar of Christine Lagarde

January 2025

Date	Meeting/Event (not participating participants, as applicable)	Location
Tuesday, 7 January	Executive Board Meeting with Christine Lagarde, Chair of the Eurozone Financial Supervisory Authority, on the latest economic and financial developments - Videoconference	ECB
Wednesday, 8 January	Bank for International Settlements (BIS) Council meeting - Videoconference	
Thursday, 9 January	Chairman meeting with Sergey Shmelev, Governor of the Russian Bank of Value - Videoconference	
Thursday, 9 January	BIS quarterly meeting - Videoconference	

Upcoming events

SEARCH

Sort by: Chronological

FINANCE

FINANCE - 07 MAY 2025

Q1 2025 Key figures

+ ADD TO MY CALENDAR

25 JUNE 2025

Deep-dive on Waste activities in France

+ ADD TO MY CALENDAR

FINANCE

FINANCE - 31 JULY 2025

H1 2025 Results

+ ADD TO MY CALENDAR

32

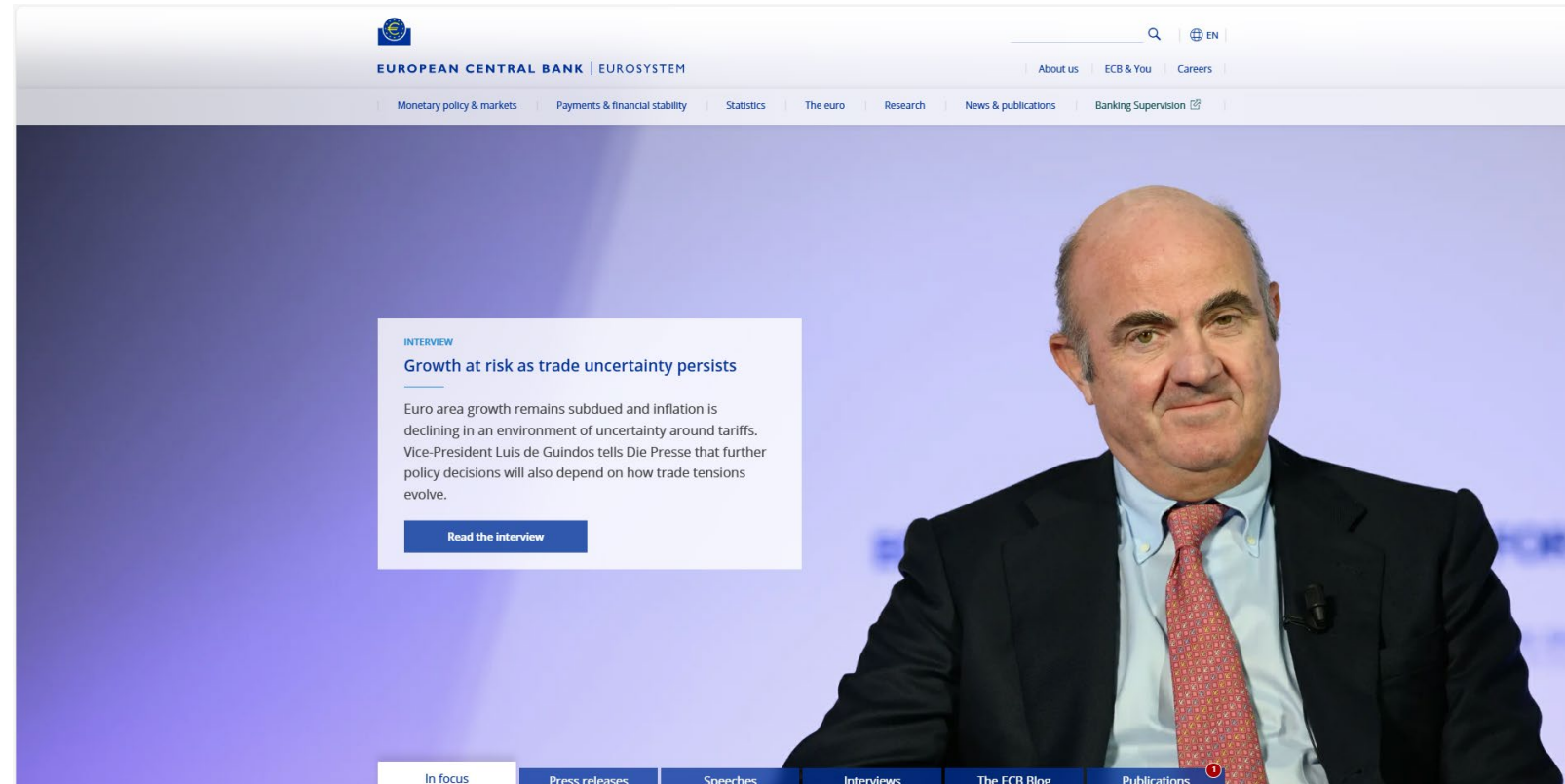
European Central Bank (ECB) Website

BEST OVERALL PRESENTATION OF MISSION & STRUCTURE

Why it stands out: ECB combines storytelling with functional clarity. Mission, strategy, and updates are visible in the first scroll, with strong design throughout.

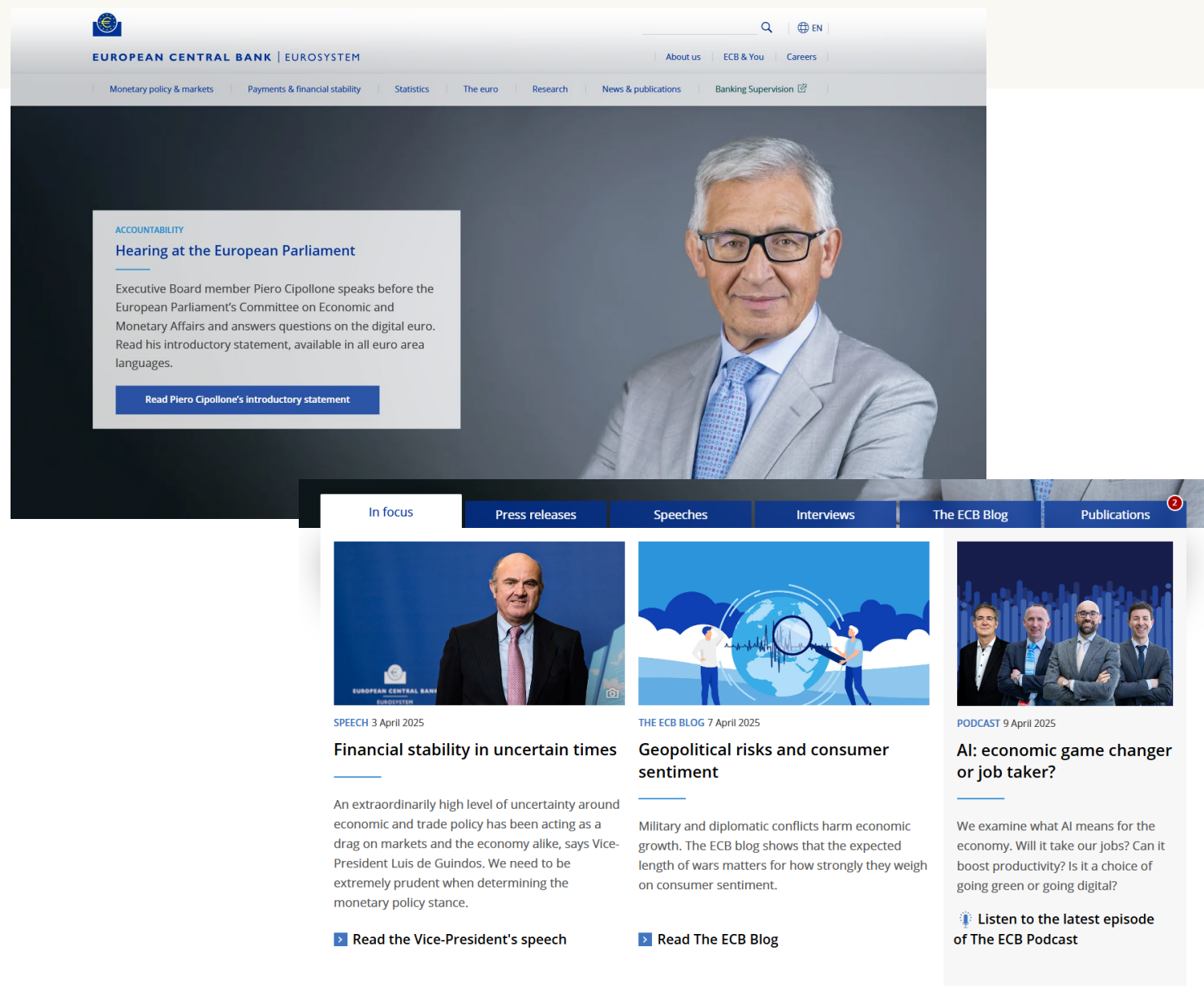
Key strengths for IESBA to learn from: Hero section with clear framing, high visual appeal, concise summaries, and frequent updates.

Why it complements IESBA: Another public-interest institution with complex subject matter—but ECB simplifies without dumbing down.



Good examples: Hero and subheros & overall visuals

ECB



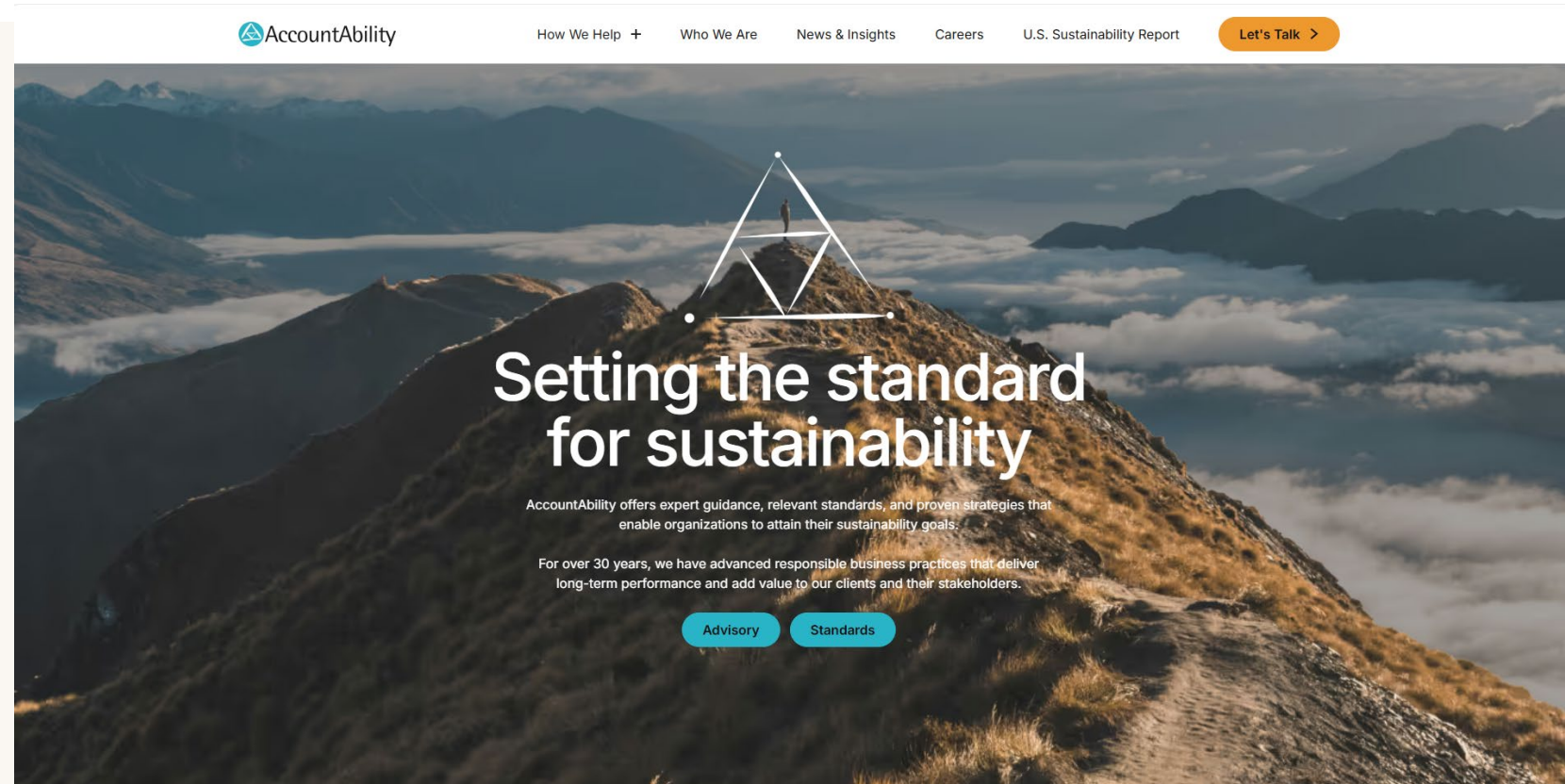
AccountAbility Website

BEST IN VISUAL STORYTELLING & PURPOSE-DRIVEN FLOW

Why it stands out: The homepage tells a story. Visitors are guided from who they are → what they do → why it matters, using compelling visuals and modular design.

Key strengths for IESBA to learn from: Hero visuals, dual-entry navigation (by role or service), and a narrative-driven homepage.

Why it complements IESBA: Like IESBA, AccountAbility focuses on ethics and accountability—yet delivers a far more engaging experience.



Good examples: Press Releases

ICAEW

ICAEW welcomes delay to mandatory payrolling of benefits

Author: ICAEW Insights
Published: 06 May 2025

Contents

- April 2027 start date
- Loans and accommodation BIKs
- Registering to payroll BIK
- Impact on tax codes
- Updating figures
- Other circumstances
- Next steps

SHARE THIS ARTICLE



The government's announcement that the introduction of mandatory payrolling of benefits in kind (BIK) has been delayed from 6 April 2026 to 6 April 2027 followed comprehensive feedback from ICAEW and other stakeholders.

In February 2025, ICAEW set out its concerns with the government's plans to mandate payrolling of BIK in a [representation to HMRC](#), and called for the start date to be postponed.

The government responded on 28 April 2025, [announcing a welcome delay](#) to the mandatory payrolling of BIK, and published a [technical note](#) that addresses many of the outstanding issues and concerns raised by ICAEW. James Murray MP, Exchequer Secretary to HM Treasury, referred to feedback received from ICAEW in a [written statement to Parliament](#).

ICAEW's Tax Faculty summarises some of the key points from the technical note below, and recommends that employers, payroll providers and software developers make use of the delay to prepare for the new requirements.

April 2027 start date

From April 2027, most benefits will need to be processed via a payroll on a real-time basis with pay as you earn and class 1A national insurance contributions (NICs) paid during the tax year.

The data fields on the full payment summary (FPS) will be expanded to match the current P11D reporting. Employees will need to be informed of the value of payrolled benefits by 1 June following the end of the tax year, although there will be no prescribed format for this reporting.

There will be a soft landing during 2027/28, with penalties for BIK-related inaccuracies not expected to apply except in the case of deliberate non-compliance. The existing penalty regime will continue to apply to reporting under real-time information (RTI) and the current P11D process.

Loans and accommodation BIKs

Payrolling of employer-related loans and accommodation will still be voluntary from 6 April 2027 due to the way the value of those benefits is calculated. It is not clear when payrolling of those benefits will become mandatory. Therefore, forms P11D and P11D(b) will be retained for the foreseeable future to account for those benefits, as well as potentially for globally mobile employees on modified payrolls.

Registering to payroll BIK

LATEST TAX
NEWS

TAX TRACK
PODCASTS

- 1 [ICAEW welcomes delay to mandatory payrolling of benefits](#)
- 2 [MPs call on HMRC to address challenges in tax administration](#)
- 3 [Tax news in brief 7 May 2025](#)
- 4 [Landlords advised not to use tax avoidance scheme](#)
- 5 [Government announces raft of tax simplification measures](#)

Good examples: Press Releases

ECB

PRESS RELEASE

ECB and ESRB issue joint report on experiences of using the countercyclical capital buffer early in the cycle

31 January 2025

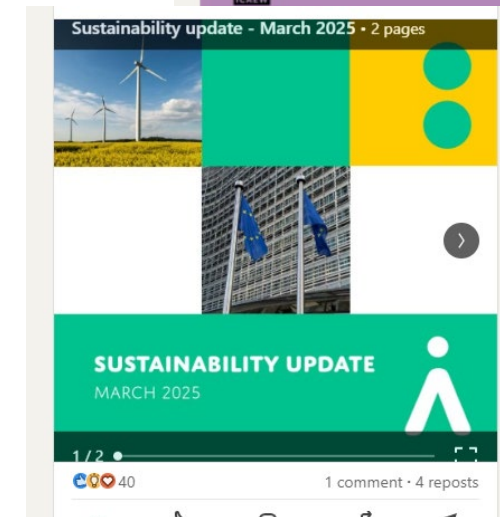
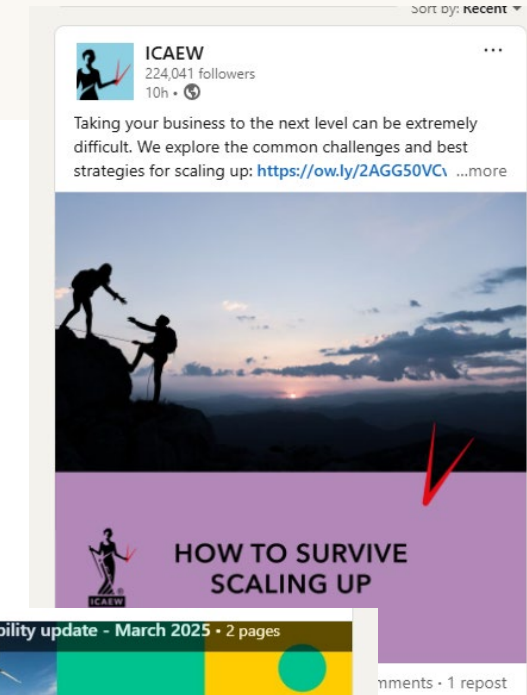
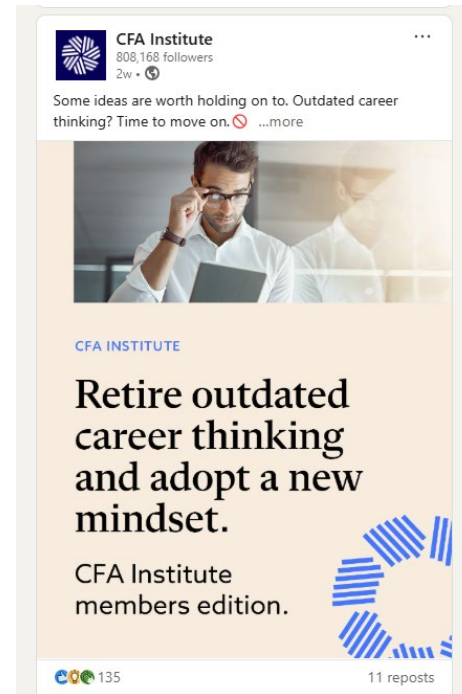
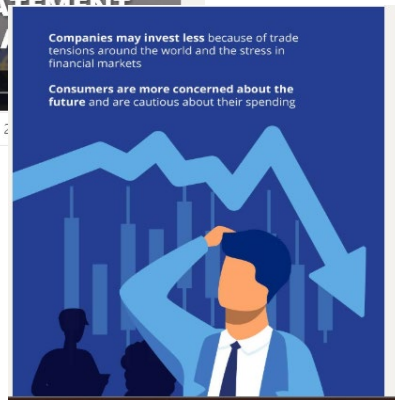
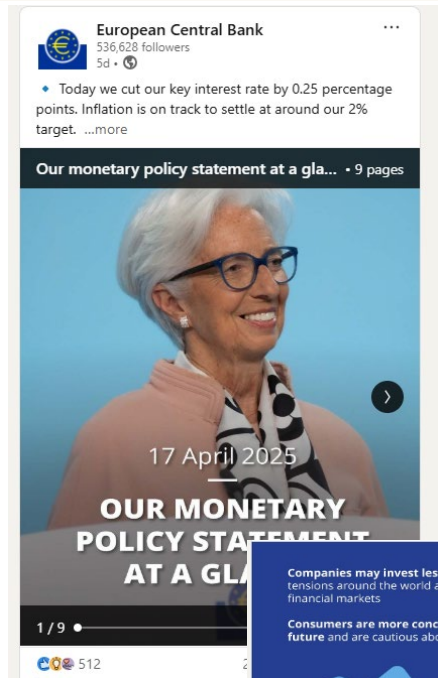
- > 17 EEA countries have adopted a positive neutral CCyB approach
- > Authorities using this approach do not expect it to result in higher CCyB requirements at the peak of the cycle
- > The European macroprudential framework could be clarified to facilitate a more flexible and proactive use of the CCyB

A timely build-up of capital buffers that can be released in times of stress is essential for financial stability. One way to achieve this is by setting a positive countercyclical capital buffer (CCyB) rate early in the cycle when cyclical systemic risks are neither subdued nor elevated. Understanding how authorities can apply this “positive neutral” approach is essential to advancing the use of the CCyB.

The European Central Bank (ECB) and the European Systemic Risk Board (ESRB) today published a [joint report](#) aimed at deepening our knowledge of the implementation of positive neutral approaches to setting the CCyB in the European Economic Area (EEA).

The report describes the experience of countries that have adopted a positive neutral CCyB approach, as well as the views of those that have not. It outlines the perceived costs and benefits, implications for setting the CCyB through the cycle, calibration methods, conditions for build-up and release, interactions with

Good examples: Linked-in



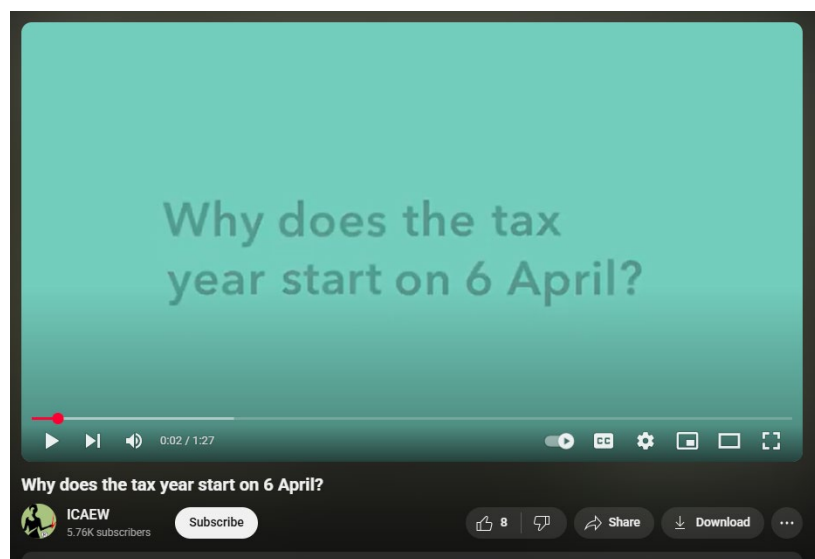
Good examples: Instagram

IMF, ICAEW, ECB

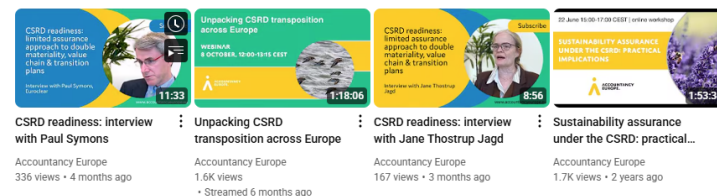


Good examples: Youtube

ICAEW, ACCOUNTANCY EUROPE, ECB

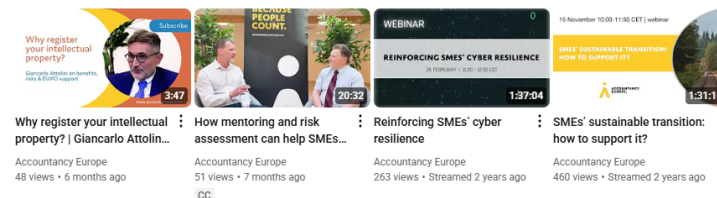


CSRD readiness: preparers perspectives ▶ Play all



SMEs support ▶ Play all

Accountancy Europe's videos and webinars related to SMEs.



Good examples: visuals and data on social

IMF, ECB

IMF International Monetary Fund
899,779 followers
2mo • 🌐

The MENA region faces the pressing need to create jobs, enhance social safety nets, build resilience, & support economic diversification, at a time of significant global transformation. #WGS2025
Read her remarks: <https://lnkd.in/dKjZVsZJ>



👍👍👍 50

4 comments • 3 reposts

European Central Bank
538,958 followers
1mo • 🌐


Interested in visiting the ECB?

This week, Executive Board member and Vice-Chair of the Supervisory Board Frank Elderson met a group of international students studying Economics in his hometown, Utrecht, at the ECB in Frankfurt. They talked about how we work to keep prices stable and banks safe.

Our Visitor Centre offers insights into our work, no matter whether you're an expert or new to the world of central banking and supervision.

Are you interested in visiting us, or do you know someone who is?

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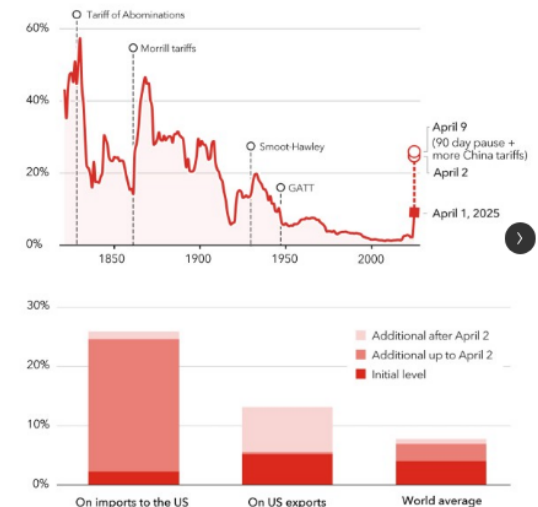
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The global economic system is undergoing a significant reset due to rising tariffs and growing uncertainty that are poised to slow growth worldwide and possibly raise inflation. Our latest WEO projects global growth to drop to 2.8 percent and trade growth to slow to 1.7 percent in 2025. While the outlook varies across countries, the top priority for policymakers should be to restore trade policy stability and forge mutually beneficial arrangements. More in our blog: <https://lnkd.in/e-GTnu-4>

The Global Economy Enters a New Era | IMF Blog • 6 pages US tariffs are highest in a century, global tariffs are also rising sharply

Effective average tariff rate, United States



Sources: Haver Analytics; PIIE; Refinitiv Eikon; World Bank and IMF staff calculations. Note: Weighted average tariffs on US exports and world average use WITS data for 2023. US average announced tariffs by the rest of the world on US exports up to April 15.


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Highlights from the first two days of the Spring Meetings! A great start, welcoming our members and facilitating new connections. #IMFMeetings




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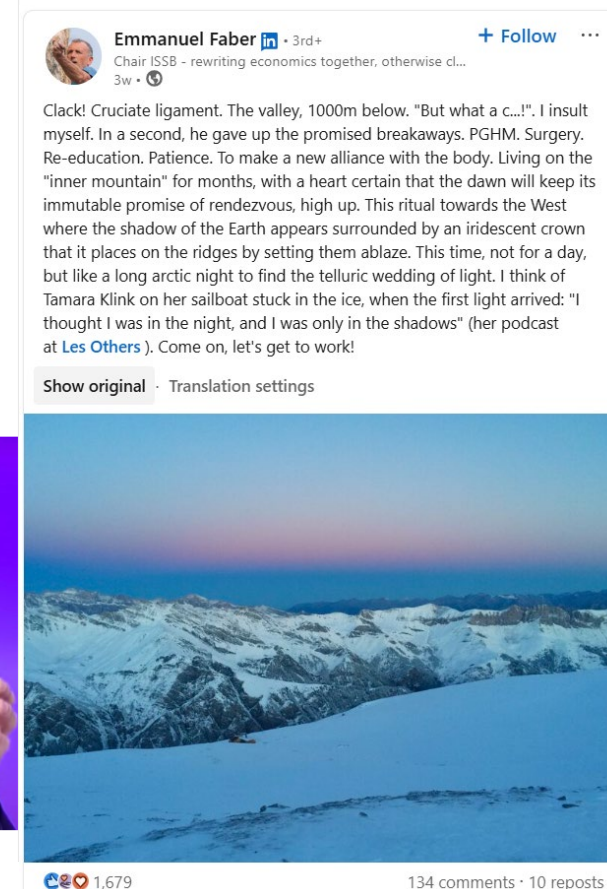
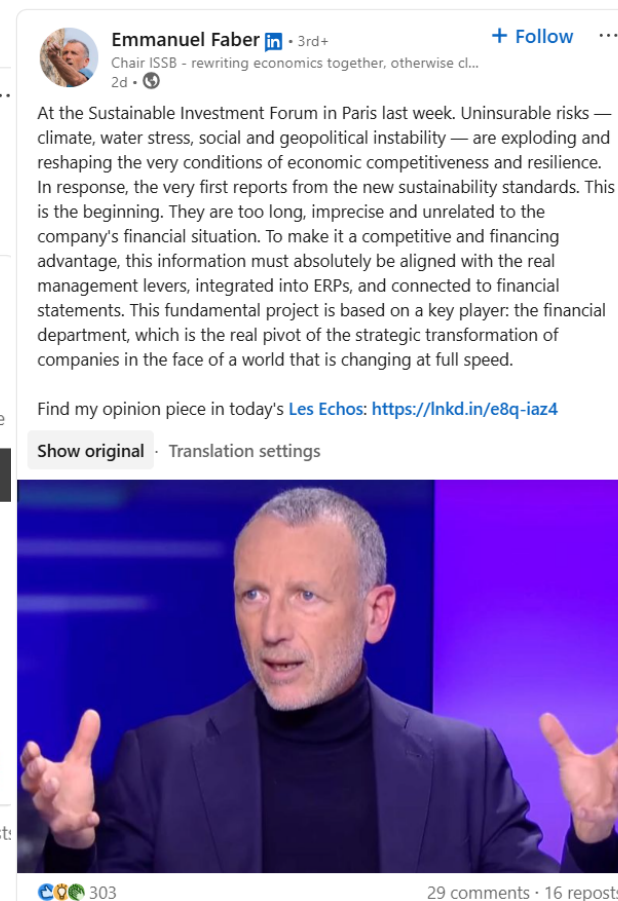
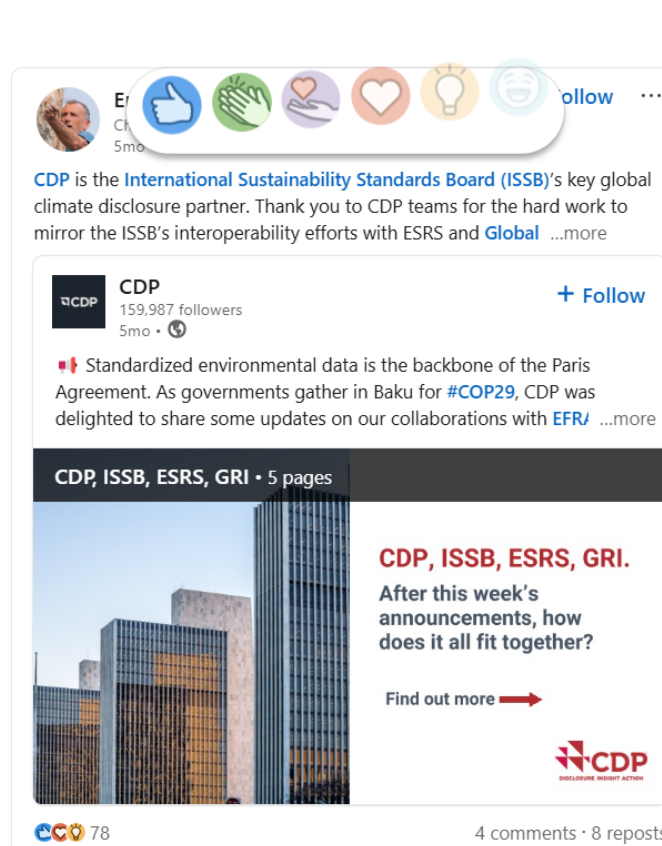
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