

Project 2 Actions	Current state	Expected outcomes	Consistent with objectives and guiding principles?								Approved by the group or individuals consulted?							
			IFRS goal	Income gen	Together	Work	Accessible	derogate	Not	Leverage	SMEs	Emerge	EAG	Other	Directors	Exec mgt	BEC	TECSC
<i>Promoting the adoption of IFRSs and supporting its consistent and rigorous application</i>	IFRSs widely adopted for consolidated financial statements of listed entities. Some jurisdictions in process of adoption (eg, Argentina, Malaysia, Mexico, Nigeria, Taiwan) and major jurisdictions contemplating adoption (China, Indonesia, Japan, US) Concerns about the consistency and rigour with which IFRS is applied (eg World Bank ROSC reports and issues in the US).	Increased adoption of the IFRSs Increase the consistency and rigour with which IFRSs are applied. Improved skills and knowledge to interpret the IFRSs and to make the judgements that are necessary to apply them. Reduce the perceived need for industry-specific IFRS Application Guidance and for IFRS Interpretations.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
1.	Work with development agencies and others (eg governments and regional professional associations) to promote the adoption of the IFRSs by public interest entities	Increased awareness and increased acceptance leading to increased IFRS adoption	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2.	See also the separate proposal on Framework-based teaching										✓	✓	✓	✓	✓	✓	✓	✓
3.	Arrange four major international IFRSs conferences each year that increasingly focus on supporting the implementation of new and amended standards: <ul style="list-style-type: none"> • 1 in Africa and the Middle East every second year • 1 in Asia-Oceania each year • 1 in Europe each year • 1 in North America each year • 1 in Latin America and the Caribbean every second year 	Develop regional 'goodwill' for the IFRS brand through significant annual or biennial regional event. Generate revenue to fund the education initiative. Improve outreach on current IASB projects.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
4.	Arrange multiple regional special interest sessions each year (eg sessions on specialist IASB projects, regulatory updates, IFRS teaching) that focus on supporting the rigorous and consistent application of IFRSs:	Develop regional 'goodwill' for the IFRS brand through significant annual or biennial regional event. Generate revenue to fund the	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

	<ul style="list-style-type: none"> • 1–3 in Africa and the Middle East every second year • 1–3 in Asia-Oceania each year • 1–3 in Europe each year • 1–3 in North America each year • 1–3 in Latin America and the Caribbean every second year 	education initiative. Improve outreach on current IASB projects.															
5.	<p>Co-brand a maximum of 2 leading IFRS conferences arranged by each of the bigger accounting firms that increasingly focus on supporting the rigorous and consistent application of IFRSs</p> <ul style="list-style-type: none"> • ±1 in Africa and the Middle East each year • ±2 in Asia-Oceania each year • ±2 in Europe each year • ±2 in North America each year • ±1 in Latin America and the Caribbean each year 	Develop regional 'goodwill' for the IFRS brand through significant annual regional event. Generate revenue to fund the education initiative. Outreach on current IASB projects.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
6.	Organise the world standard-setters conference each year and focus the conference programme increasingly on supporting the rigorous and consistent application of IFRSs	Develop 'goodwill' for the IFRS brand through interaction with world's standard-setters and share implementation experiences. Provide updates on active IASB projects and input received on IASB's agenda and active IASB projects.	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
7.	Organise a meeting of IFRS teachers each year at which the IASB staff provide an update on new and amended IFRSs (it is envisaged that the group would meet in London each year in advance of the European Accounting Association conference each year)	Encourage more effective IFRS teaching.	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
8.	Update and improve the annotated eIFRSs (web-based) tool (including the text <i>A Guide through IFRSs</i> and other electronic functions and tools) for those who need a detailed knowledge of IFRSs (improvements could include (i) Non-English versions; (ii) electronic side-by-side English to other language comparisons; (iii) extend education references to the Blue book; (iv) tag to XBRL IFRS taxonomy (v) influence IOSCO to publish selected regulatory rulings (like CESR did) so that these can be included in the text as footnotes)	Increased adoption of the standard and increased capacity for its rigorous and consistent application	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓
9.	Publish the updated hard copy text <i>A Guide through IFRSs</i> (commercially-published bound volume) each year	Increased capacity for rigorous and consistent application of IFRSs	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓

10.	Seek a sustainable mechanism for the translation of the text <i>A Guide through IFRSs</i> into select non-English languages	Increased capacity for rigorous and consistent application of IFRSs	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
11.	Develop (with the IASB technical staff) and publish an education/implementation guide for each substantial new or amended IFRS is issued	Increased capacity for rigorous and consistent implementation of amendments and new IFRSs	✓	?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
12.	Arrange implementation workshops every year on each substantial new or amended IFRS is issued (presenters include IASB member or project manager, Advisory Group member that has field tested new requirements and analyst) <ul style="list-style-type: none"> • ±1–3 in Africa and the Middle East every second year • ±1–3 in Asia-Oceania each year • ±1–3 in Europe each year • ±1–3 in North America each year • +1–3 in Latin America and Caribbean every second year 	Increased capacity for rigorous and consistent implementation of amendments and new IFRSs	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
13.	Develop and maintain IFRS teaching material (eg summaries, video clips, PowerPoint presentations with voiceovers)	Increased capacity for the rigorous and consistent application of IFRSs	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
14.	Publish occasional articles on selected IFRS issues in the trade press/academic press/on the IFRS website	Increased capacity for the rigorous and consistent application of IFRSs	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Key: ✓ indicates yes, the individual or group consulted approved of the project or action.