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Dear Jessica,

Many thanks indeed for reaching out to us in your efforts to gather stories of how His Royal Highness the Prince of Wales's work has inspired positive action in the finance sector. In my experience His Royal Highness's leadership and passion have been catalytic in inspiring real change in the sector, and I am more than happy to provide some examples.

The willingness of His Royal Highness to prompt discussions on sustainability issues among government and business leaders at the highest level has both helped to raise the profile of these issues in general, and deliver specific initiatives.

For example, the role of His Royal Highness in establishing and promoting the Sustainable Stock Exchange Initiative (SSEI) was brilliant and essential. His evident personal commitment to the concept, which I saw at first hand in public and in private, really helped galvanise senior actors to participate, and he deserves real credit for everything the SSEI has subsequently achieved, including the improvements in corporate disclosure of sustainability metrics that we have tracked in recent years.

In calling out good practice by companies trying to integrate sustainability into their own practices, His Royal Highness is also helping to generate a race to the top in the private sector in contributing to the delivery of the Sustainable Development Goals (SDGs). As you know, this dynamic was one of the inspirations behind the World Benchmarking Alliance (WBA) – again, we have been very grateful for the support of His Royal Highness and A4S in getting this idea off the ground, to the extent that we will be able to launch it fully alongside other allies in September. In many ways our whole programme of work on sustainable finance at Aviva has been inspired by His Royal Highness, since he has demonstrated and ensured that these issues matter at the very highest level.

It also seems a timely moment to be writing this, since next week His Royal Highness will once again demonstrate his willingness to lead the agenda through hosting his Finance Leaders' Summit at St James's Palace. Again, his willingness to drive change and encourage senior leaders to meaningfully address these issues is truly inspiring. I know that Mark Wilson is very much looking forward to the event, and am sorry that I will not be able to join you there.

All of us here at Aviva Investors and Aviva more widely, wish His Royal Highness our very best wishes for his 70th birthday later in the year. I hope he is extremely proud of his legacy on sustainability issues as he reaches this milestone – and I am sure he will inspire many more victories on sustainability to come.

Yours Sincerely

A handwritten signature in black ink that reads "Euan Munro".

Euan Munro
Chief Executive, Aviva Investors

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