

HRH The Prince of Wales  
Clarence House  
London SW1A 1BA

24 August 2018

*Dear Sir*

On the dual celebration of Your Royal Highness's 70th birthday and the 10th anniversary of The Prince's Accounting for Sustainability Project (A4S), I wanted to express ACCA's deep admiration and gratitude for the progress made over the past decade.

ACCA was proud to play a key role in launching A4S and promoting its objectives around the world through our offices and our extensive member network. As a forward-looking initiative, A4S helped build on work undertaken by visionary reporting pioneers – including ACCA's own Roger Adams and the ACCA Sustainability Reporting Awards he helped launch – whose individual work, while acknowledged in the confines of the technical accountancy community, had yet to benefit from wider adoption and resonance.

Through Your Royal Highness's enlightened patronage and championing of the cause, I believe we have seen a sea-change in attitudes and a widespread acknowledgement that organisational value creation is much more than building financial capital. This fundamental shift could not have been achieved without Your Royal Highness's involvement and clear passion for the cause.

Until all companies take a multi-capital approach to creating and safeguarding value, there is clearly still work to be done. But the distance that has been travelled is truly impressive. The creation of the IIRC and the promotion of integrated reporting it has enabled has been the key catalyst for this change.

There a few movements that can claim to have transformed the corporate reporting landscape irrevocably but the integrated reporting movement is one. The widespread international support for, and adoption of, this wider and more socially conscious form of reporting would have not been achievable without Your Royal Highness's vision, energy and exceptional convening power. It is not possible to overstate the positive influence this has had on the thinking and behaviour of the corporate community.

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I am hugely proud to serve on IIRC's Board and help continue the valuable work Your Royal Highness has helped pioneer. Of the very many causes and initiatives Your Royal Highness has passionately championed, it is this enormous positive influence on corporate thinking and reporting that may well be the most powerful legacy for future generations around the world and there can be few prouder legacies.

Peter Bakker of the WCSB once famously said that accountants will save the world. But first the world needed to listen and acknowledge that what cannot be measured cannot be managed. The exceptionally powerful platform Your Royal Highness has given to the enlightened corporate reporting cause has been a global game-changer for business and the world.

On behalf of all at ACCA, I offer my sincere thanks and warm congratulations on Your Royal Highness's double celebration.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Helen Brand', written in a cursive style.

Helen Brand  
Chief Executive