

His Royal Highness The Prince of Wales  
Clarence House  
London SW1A 1BA

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Sir

In the period of almost a decade since I became involved with Your Royal Highness's Accounting for Sustainability Project, I have been impressed with the many ways in which A4S has been a catalyst for transformational change.

A book of A4S case studies I co-edited with Jessica Fries and the late Professor Anthony Hopwood in 2009 demonstrated how a variety of organizations had used accounting to embed sustainability into their decision-making. Each case study was researched by a team of leading academics to provide depth and rigour of analysis. They were written in a style to engage practitioners and policy-makers. The practical impact of some of the research for this book was evaluated as outstanding as part of the UK's most recent national research quality evaluation exercise (the Research Excellence Framework 2014). Feedback from A4S also demonstrated how much insights from the A4S case studies inspired others to act. Some of the case studies were also developed into academic papers published in a world-leading academic journal, where they have had considerable academic impact.

From my association with the late Professor Hopwood, I know that his work with A4S was influential in his later academic agenda-setting papers on sustainably accounting. These are highly read and cited, and influence many academics working in this area.

The work of A4S in engaging with business schools has inspired academics to broaden their horizons by introducing sustainability accounting into their curricula and research programmes. Personally, I find the A4S *essential guide* series invaluable in teaching students.

In my more recent role as a member of the A4S Expert Panel, I have witnessed the many ways in which A4S continues to innovate and inspire positive actions in the area of accounting for sustainability. It is highly respected among many influential groups and is an important agent for change towards a more sustainable world.

I have the honour to remain, Sir, Your Royal Highness's most humble and devoted servant

Jeffrey Unerman

**Professor Jeffrey Unerman**

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