



**THE PRINCE OF WALES'S
CHARITABLE FUND**

14th November 2018

Sir,

It is hard to capture the impact that Your Royal Highness has had through A4S in a single number or a simple list of achievements. They don't tell the full story. At heart, the project is about capturing the hearts and minds of finance leaders from around the world to inspire them to act, equipping them with practical tools and approaches, and creating the overarching frameworks and systems that enable change to happen at pace and scale, rather than acting as a barrier to progress.

Every time that I, or other members of the A4S team, speak to people, they share stories of the way that they have been inspired by Your Royal Highness, and what they have done differently as a result. To celebrate Your Royal Highness's 70th birthday, we wanted to share some of these stories, highlighting the impact that Your Royal Highness has had through A4S. In many cases, the impact has been on an individual hearing one of Your Royal Highness's speeches or video messages and being profoundly inspired to change the course of their lives and do what they can to protect our planet. In other cases, it is through many years of hard work and engagement leading to the transformation of corporate reporting and the development of guidance covering every area of financial activity. Or bringing companies together to form networks with other likeminded individuals seeking to drive change. The resulting case studies show how the adoption of tools fit for purpose for the 21st Century are starting to transform business and finance, putting Nature and society at the heart of decision making. Each activity we have undertaken has created a ripple, slowly building towards an unstoppable momentum for change.

Our aim was to collate 70 stories covering each of the key communities who are so vital to change: Chief Financial Officers; accountants; investors; governments and regulators; and business schools. We have ended up with 74 stories, and continue to receive more every day. Action by the finance and accounting community is not sufficient to tackle the challenges presented by climate change and the depletion of finite natural resources, but without the information needed to inform decision making and the finance invested to deliver sustainable outcomes, averting crisis will be impossible.

A strong sense of purpose has always been important to me. I studied economics and then accounting because I felt passionately that business and finance had the power to shape the world – for good or for bad. I spent the early part of my career helping companies to account for, and reduce, their impact on the environment and create positive value for society. For many, however, they struggled to see the economic relevance of these activities and they remained at the periphery. In 2008, I was asked if I might like to undertake a secondment – for 12 months – to lead Your Royal Highness’s Accounting for Sustainability Project, taking A4S’s work to a global audience and finding ways to scale up action. 10 years later, I am still here. The passion and commitment which Your Royal Highness has inspired, in me, in the whole A4S team, and in the many stakeholders from around the world with whom we work, is enormous.

On behalf of us all, I would like to thank Your Royal Highness for your vision, your commitment and your continued leadership. The battle is far from won, and time is running out, but with every precious hour which Your Royal Highness is somehow able to dedicate to our work – and I have seen the size of the box! – we are able to multiply that hour a thousand-fold and more, creating an army of leaders ready to save the world. The tide is turning. We can create a future we want.

A handwritten signature in blue ink, appearing to read 'Jessica Fries', with a large, stylized initial 'J'.

Jessica Fries,
Executive Chairman, The Prince’s Accounting for Sustainability Project (A4S)