



Jessica Fries
The Prince's Accounting for Sustainability Project
Clarence House
London
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Dear Jessica

Thank you for your invitation to take the opportunity of the Prince of Wales' 70th birthday celebrations to reflect on the impact his AFS project has had on me personally and the Sainsbury's business.

What interested and inspired me personally to become involved was a shared passion to protect our environment and the need to take very seriously our responsibility, at both a personal and corporate level, to limit the damage caused technologically, socially, environmentally and economically. I think the AFS project is a great forum to share information, tap into the expertise of other members and discuss alternative ways of working which I have found extremely insightful.

In respect of the Sainsbury's business, the thing that springs to mind is through the work with A4S, the broader networking of the group and our evaluation of our progress on the sustainability maturity model, we embedded Sustainability as a factor into all our major capital investment decision papers that go to the Board for approval.

Looking forward I see the main challenge for retail is to deliver on our commitments and for the forum to continue to challenge each other in the areas of environmental factors that can do harm to the economy and people's livelihoods.

It has been a privilege to be a participant in The Prince's Accounting for Sustainability Project.

Kind regards

A handwritten signature in black ink, appearing to read 'John Rogers', with a long horizontal flourish extending to the right.

John Rogers
Chief Executive Officer

