



5 September 2018

His Royal Highness
The Prince of Wales KG, KT, GCB, OM, AK, CD, QSO, PC
Clarence House
St James's
London SW1A 1BA

Sir

I am delighted to write and wish Your Royal Highness a very happy birthday and many happy returns on behalf of myself and my colleagues here at ICAEW.

This year also marks the 10th anniversary of the Accounting Bodies Network of Your Royal Highness's Accounting for Sustainability Project. This is therefore a fitting occasion to remark on Your Royal Highness's impact on the accountancy profession and for me this covers three main areas: leadership; developing the Finance for the Future awards; and setting up the Natural Capital Coalition.

Your Royal Highness's leadership has been fundamentally important in changing attitudes in the business and finance communities. I vividly recall our annual dinner in 2005 when we celebrated ICAEW's 125th year. Your Royal Highness came to Chartered Accountants' Hall for the dinner and to deliver the speech, which challenged the accountancy profession to play its part in achieving the transformational shift in business and the economy as a whole necessary for us to live within our planetary boundaries. The central point of the speech was that the accountancy profession provides the language of business and finance and that that creates an interpretation of the world leaving out the damage we are doing to the planet.

This was a seminal moment in the emergence of sustainability as a strategic issue for business: a new business view of the world that embraces the world was needed. I believe we have risen to that challenge. We have done this through our own endeavours and through supporting the great work of Accounting for Sustainability. Your Royal Highness has continued to show great leadership in promoting to business and finance their obligations to the planet. Through this and Accounting for Sustainability Your Royal Highness has set a context for action that may otherwise have not developed.

There are two initiatives that come to my mind as strong examples where Your Royal Highness's support has been instrumental to their success.


In 2012 ICAEW and Accounting for Sustainability established the Finance for the Future Awards. Our goal was to encourage and reward the accountancy profession to lead in embedding

sustainability in organisations across the economy. With many such award programmes already in place our unique identity had to be we were driving new practice rather than recognising existing practices done well. We also wanted these awards to be characterised by rigorous and robust judging standards. This is very much what we and Accounting for Sustainability are recognised for and the Finance for the Future Awards go from strength to strength. They have inspired the unengaged to action and reward the successes of those who are leading the field.

Lastly, and a project that we are particularly proud to have led on could not have happened without Your Royal Highness's support. Following the publication of the TEEB report we worked with Pavan Sukhdev to build a coalition of organisations to develop a plan to turn the ambition of the report into business action. Accounting for Sustainability joined this core group and Your Royal Highness's public backing gave credibility to what was then just an idea. What is now known as the Natural Capital Coalition was born. It has enjoyed phenomenal success and is recognised as the leading business voice and a centre of gravity for action on natural capital.

I know ours is only one story of many where Your Royal Highness's commitment and passion have given visibility to and driven action on the threats to the planet we face but ignore, even when that message has been unpopular. The impact of this is felt across the economy and society.

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

A handwritten signature in black ink that reads "Michael Goye". The signature is written in a cursive, slightly slanted style.

Michael D M Izza
Chief Executive