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Your Royal Highness

I have been engaged with A4S for two years now. I was extremely honoured to be invited to join the campaign. What prompted me to join? It was of course, an offer you don't refuse! What keeps me motivated, well that's all about the passion and determination that is so evident in the people who are committed to the campaign. On joining the Advisory Council, I cannot pretend that I have not had my eyes opened, both in terms of the breadth and depth of the work of A4S and the quality of the tools and literature that has been put in place but also by appreciating the tremendous opportunity and obligation the financial community has to drive lasting change. Opening more eyes is critical to our long term success and that is why I am particularly engaged in the work to expand A4S internationally. As a partner in an accounting firm, A4S has also challenged me to look at the way in which we are training our finance professionals of the future – we can drive real change here by bringing sustainability into the heart of the curricula. On a personal level it is hard not to be inspired by the tremendous passion Your Royal Highness brings to this agenda but also your deep knowledge of the issues.

Yours sincerely



Rachel Campbell  
Partner