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HRH The Prince of Wales
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Sir

It is with great respect and delight that I write this letter to Your Royal Highness in celebration of Your Royal Highness's 70th birthday.

I have been aware of Your Royal Highness's tremendous work in sustainability across the years. It has always motivated me and helped to galvanise my efforts in promoting and delivering sustainability. In 2014 I participated in a workshop in Dubai through which I became familiar with the work of Your Royal Highness's Accounting for Sustainability Project (A4S). From that exercise I learned how critical it is to engage with the finance community to help develop organisations' decision-making processes which in turn will lead to a more sustainable economy and future.

Learning about integrated thinking and reporting made me realise the tremendous value of this work and how we must incorporate this within the Gulf region. I immediately saw the need to bring this work to my clients and my stakeholders in the UAE and I saw a fantastic opportunity to drive the A4S mission forward within the GCC, particularly in collaboration with my client the Abu Dhabi Sustainability Group based in Abu Dhabi.

My work in the region directly resulted in the launch of the Chief Financial Officer's Circle of Practice (CoP) Meeting in the GCC. This project was first started in 2015, during which I worked closely with Your Royal Highness's A4S Team who were very welcoming and generous with their support. With the collaboration of Your Royal Highness's Team, it took 5 months to create the groundwork, to develop the concept and to then present the project proposal to the Abu Dhabi Sustainability Group and the Environment Agency - Abu Dhabi.

The first meeting in 2015 was held at the Ritz Carlton in Abu Dhabi with a reception held at Her Majesty's Ambassador's residence in the Emirate to celebrate the occasion. The first meeting brought together key finance individuals for knowledge sharing and raising awareness about the leadership role that finance professionals can play to integrate sustainability within their organisations. It resulted in building a network of like-minded finance leaders who are keen to drive sustainability across the region.

The second CoP Meeting was held in 2016 which Your Royal Highness was so gracious to attend and officially opened. Your Royal Highness's attendance at the meeting was exceptionally motivating and your presence impacted a large number of people. The meeting was held at the Emirates Palace and established the Circle of Practice Board. I am delighted that this work continues to go from strength to strength alongside your Team's amazing support and depth of knowledge. The upcoming Board Meeting and Circle of Practice Meeting will be held in October 2018 in Abu Dhabi where we will progress the regional benchmarking work and further develop the region-specific case studies.

The CoP Meetings are starting to make a big impact in the region and have resulted in knowledge sharing, the translation of the Managing Future Uncertainty Guide into Arabic and the launch of the benchmarking study for the Gulf region to help us assess where organisations are at in terms of sustainability, to conduct a gap analysis and most importantly to identify the next steps in our journey towards a sustainable future.

I see my role within the region as a catalyst to drive constantly the philosophy and ethos of sustainability forward and to introduce concepts that the A4S Project is trying to achieve by encouraging balanced decision-making and integrated thinking within the Gulf region. I help to ensure continuity for the project and continue the partnership collaboration across the region and encourage organisations in their integrated thinking approach. I also bring people around the table for discussion and knowledge sharing and to take processes and ideas forward with them towards implementation.

Looking to the future, and in addition to the CFO Circle of Practice work that we are driving forward, I am collaborating (as a direct result of the A4S Project) with the International Integrated Reporting Council to encourage integrated thinking and integrated reporting across the region, predominantly in the UAE. I aim to build companies' capacity in terms of integrated thinking, reporting and transparency. To achieve this I plan to conduct integrated reporting training with organisations in the region as well as raising awareness about the concept using various platforms including social media, webinars and training sessions.

I sincerely thank Your Royal Highness for all the work you do to help people around the world to understand and implement much needed changes to build a sustainable future for our planet and for future generations. I wish Your Royal Highness a most joyous birthday with many, many happy returns from myself and the Team at Sustainability to Action.

Yours faithfully,



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