

4 October 2018

Jessica Fries
The Prince's Accounting for Sustainability Project
Clarence House
London SW1A 1BA

Dear Jessica,

I was delighted when, in 2004, I was asked to get involved in the A4S initiative. It is now difficult to remember how much at the fringe was the idea that the reporting framework should include the acknowledgment of sustainability issues. Today it would be a brave – even foolhardy – Chief Executive who did not acknowledge their relevance. The support of the Prince of Wales was an important milestone in moving reporting for sustainability from the fringe to the mainstream.

I know that the impact of the initiative is sometimes difficult to trace. So here is a personal example. After a period away from accounting matters as Dean of the London Business School, I have returned to them by lecturing to incoming MBA students on ethical areas of accounting. In doing so I am including material gathered by the A4S initiative and thus disseminating the fruits of the initiative to tomorrow's business leaders in more than 60 countries.

Yours ever,



Professor Sir Andrew Likierman