



30 August 2018

HRH The Prince of Wales
The Prince of Wales's Accounting for Sustainability Project
Clarence House
London SW1A 1BA
United Kingdom

Sir,

"Accountants *can* save the world".

A powerful message, clearly conveyed—and acted upon. A message only made possible by Your Royal Highness's personal sponsorship and drive to engage the global accountancy profession by establishing the *Accounting for Sustainability* (A4S) initiative and *Accounting Bodies Network* (ABN).

It is a message that has been successfully broadcast throughout the global accountancy profession by the ABN and IFAC (International Federation of Accountants). Via its 175 professional accountancy organization members, IFAC represents more than three million professional accountants around the world—and most of them will have received tools and guidance directly related to A4S work.

Perhaps A4S's greatest success has been its sustained influence, due almost entirely to Your Royal Highness's deep, long-term commitment to the project. We recognize this commitment as commensurate to the long-term nature and scale of the problem A4S is addressing—and the solutions required to solve them.

Well ahead of the trend, Your Royal Highness quickly identified the critical role finance and accounting professionals could—and must—play in the integration of sustainability into business decisions and reporting.



Since A4S was founded, real progress has been made to engage with and influence the accountancy profession. Irrespective of where they work, accountants increasingly recognize their public interest obligation extends to the ethical and responsible conduct of the organizations for whom they work.

Today:

- more companies recognize climate change, natural resource scarcity, and social license to operate present significant risk that cannot be ignored;
- social media enables and encourages unprecedented access to information about organizations' practices and performance;
- an increasing number of corporate leaders and investors place social purpose at the heart of everything that they do; and
- investors, like the world's largest—BlackRock—are using their clout to encourage corporate accountability and citizenship, and the effective communication of value creation over the long term.

I fondly remember how A4S, IFAC and the Global Reporting Initiative collaborated to evolve the A4S Connected Reporting initiative into Integrated Reporting. The historic meeting at St James' Palace hosted by Your Royal Highness in 2010 led to the formation of the International Integrated Reporting Council. This was a very significant milestone in moving beyond siloed reporting and thinking.

Crucially, A4S and ABN have continued to inspire accountancy bodies to deliver guidance on all aspects of sustainability accounting to their members and students. The thought leadership derived from our collaboration has made a difference, and will continue to do so.

Of course the goal is to achieve a sustainable planet for those who come after us. As Your Royal Highness celebrates 70 years of life and public duty, I firmly believe that, as they become adults, Their Royal Highnesses Prince George, Princess Charlotte and Prince Louis of Cambridge will be able to look back and see how much, Sir, you encouraged a global profession with valuable skills to apply them in service of a sustainable planet.

Yours faithfully,

A handwritten signature in blue ink that reads 'Stathis Gould'.

Stathis Gould