



The Prince of Wales
The Prince's Accounting for Sustainability Project
Clarence House
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Sir

It is my pleasure and honour to have recently become a member of Your Royal Highness's Accounting for Sustainability Advisory Council.

In my role as PwC's Managing Partner and Chief Operating Officer and through the work we do with many major private and public sector organisations, I am very aware of the important role that finance professionals play in shaping and influencing both strategic and day to day decisions. As Managing Partner I am also responsible for PwC's own activities linked to Sustainability, both with clients and internally and this gives me firsthand experience of the great opportunities and sometimes the dilemmas that finance professionals face in understanding and resolving some of our key sustainability challenges. Often this means balancing financial, social and environmental considerations and also short and longer term perspectives. These insights have given me a good understanding of the importance of the work of Your Royal Highness's A4S project and the value of A4S's work to inspire, educate and mobilise the finance and accounting world to play its' role in pursuit of more sustainable development.

Your Royal Highness's foresight in establishing A4S in 2004 as a platform to convene the finance community has been central to us taking very significant steps forward to 'rewire' some of the key accounting and reporting frameworks that govern and influence the decisions that organisations and individuals take. In particular, Your Royal Highness's role in bringing together all the necessary international organisations to establish the International Integrated Reporting Council and more recently the Task Force on Climate related Financial Disclosure will, I believe, be seen in the future as major milestones if we are to move towards more sustainable models of business.

I am very pleased and proud that PwC has been one of the main supporters and contributors to A4S since it was established in 2004. The involvement of fellow PwC partners and staff in many aspects of the work of A4S has I hope been valuable and I know has allowed them to develop their own knowledge and skills and, in many cases, prompted them to refocus their own careers to help tackle sustainability challenges. I am particularly proud that two of our Alumni, Jessica Fries and Helen Slinger are now so central to A4S's ongoing work.

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Looking forwards, I and PwC remain fully committed to supporting Your Royal Highness's work on Sustainable Development and the work of A4S with the finance community. Finance professionals are having to respond to unprecedented speed and scale of change in both the external business environment and the operating environment within their own organisations, much of which is being driven by the deployment of new technology. It is clear that these challenges will create opportunities for finance professionals to play an even more important role in shaping decisions around sustainability, for example, through the use of data and analytics tools to provide more complete and information to support decision making and to measure and account for the full impacts of business activities, including impacts on natural and social capital. I am very pleased that PwC is supporting A4S to explore these issues through our joint Finance Function of the Future workshops which I hope will help to extend and shape A4S's work and PwC's contribution to this work over the coming years.

Yours sincerely



W E Hunt
Managing Partner and Chief Operating Officer

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