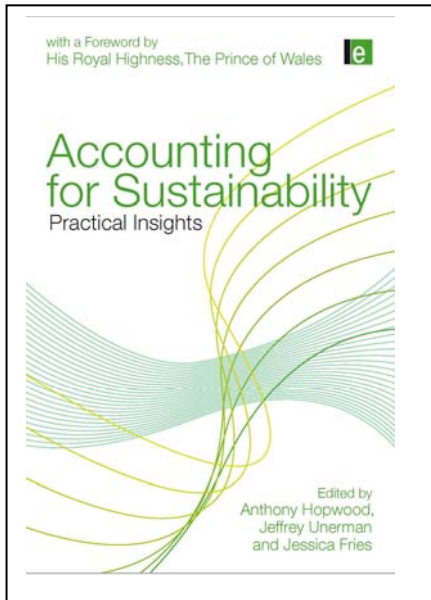




## BOOK LAUNCH INVITATION



The Prince's Accounting for Sustainability Project invites you to the launch of their new publication

### Accounting for Sustainability: Practical Insights

**6.00pm – 7.30pm on Thursday 24th June 2010,  
followed by drinks and canapés  
at Aviva Group plc, St. Helen's, 1 Undershaft, London,  
EC3P 3DQ**

Please RSVP by 18th June to  
[accountingforsustainability@royal.gsx.gov.uk](mailto:accountingforsustainability@royal.gsx.gov.uk) to  
confirm your place

#### With case studies from:

Aviva  
BT Group  
EDF Energy  
Environment Agency  
HSBC  
Novo Nordisk  
Sainsbury's  
West Sussex County Council

- ❖ **Mark Hammond**, Chief Executive, West Sussex County Council
- ❖ **Russell Picot**, Group Chief Accounting Officer, HSBC
- ❖ **Neil Sachdev**, Commercial Director, J Sainsbury plc
- ❖ **Professor Jeffrey Unerman**, Manchester Business School

... will join **Robert Bruce**, a leading commentator on accounting, financial reporting, corporate governance and management issues, for debate on the realities and practicalities of embedding sustainability into organizational reporting and decision-making.

"There was a time when we could say that there was either a complete lack of knowledge, or at least room for doubt, about the consequences for our planet of our actions....That time has gone. We now know all too clearly what we are actually doing and that we need to do something about it urgently. Better accounting must be part of that process."

(His Royal Highness The Prince of Wales, speaking at the launch of The Prince's Accounting for Sustainability in December 2006)