

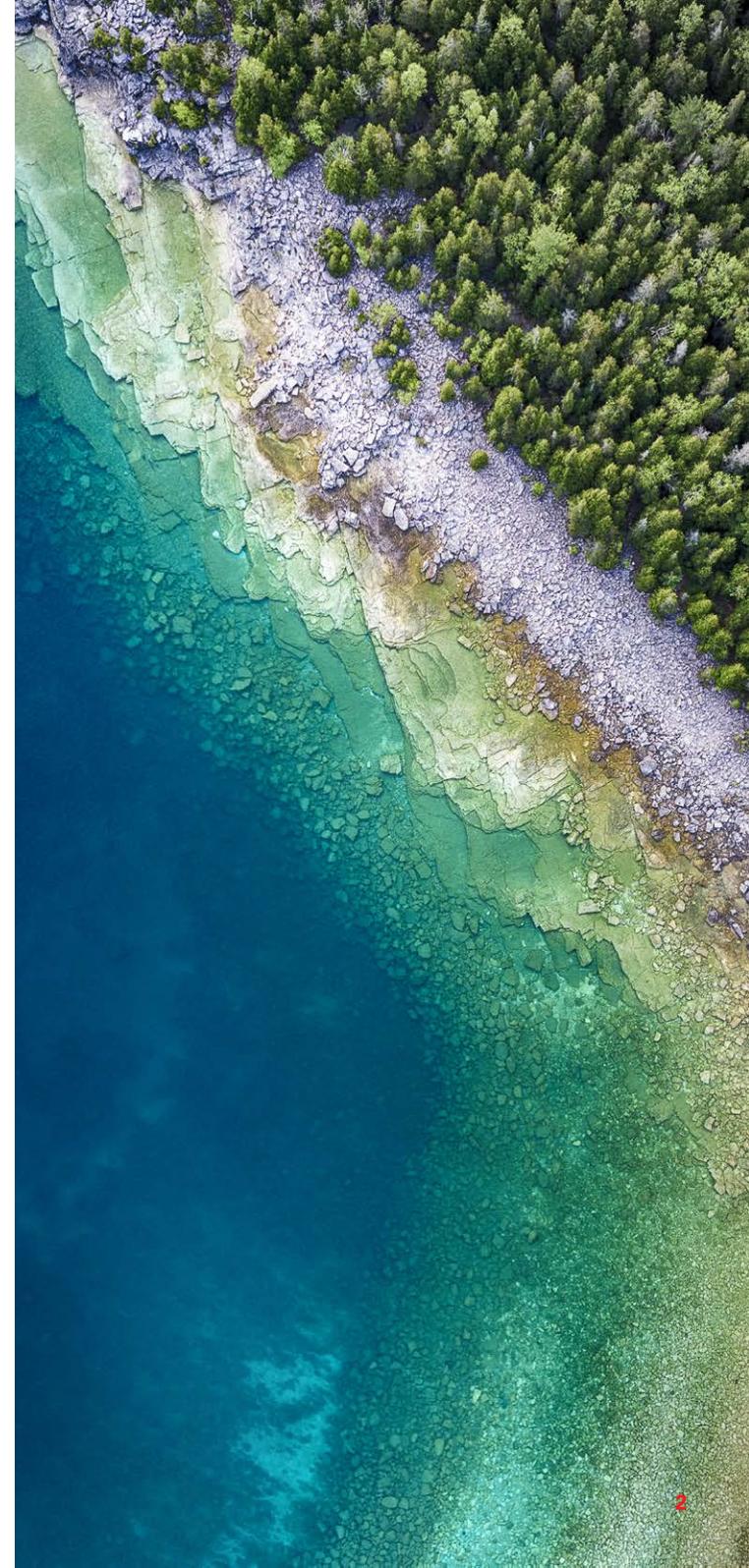


Think Ahead

**ACCOUNTING
FOR A BETTER
WORLD:**
Priorities for a
transforming
profession
EXECUTIVE SUMMARY

Why accountancy is important for the future

FIGURE 1: Seven core priorities



Why accountancy is important for the future

ECONOMY

1. Building resilient economies



Accountancy is a super connector in the global economy. It's a profession that will continue to work with partners, regulators, governments, trade organisations and donor communities across the world to support international trade, good governance, security and sustainable infrastructure development in emerging economies.

TALENT

2. Developing the talent of tomorrow



Accountancy will continue to attract a new generation of talent who bring vital workplace financial skills. As work transforms, it will offer world class education and learning programmes that provide access to individuals irrespective of background, promoting more inclusive and equitable workforces.

SUSTAINABILITY

3. Driving sustainable business



With the role of business in society recast and new demands from stakeholders for increased transparency and accountability, the future role of accountants is key to helping businesses respond to the major sustainability challenges and opportunities faced. This is the profession at the heart of promoting sustainable business.

REGULATION

4. Advancing standards and regulation



The accountancy profession will be integral to regulatory reform, working to develop regulation, standards and reporting requirements that are the bedrock of trust in capital markets, which underpin the workings of the modern economy, and which drive increased confidence and visibility in business for stakeholders.

PUBLIC SECTOR

5. Transforming the public sector



The accountancy profession is key to helping restore public finances, and supporting governments across the world to build more green, inclusive and equitable futures. It will be at the centre of public sector change, helping deliver the right sorts of policy and spending decisions.

SMALL BUSINESS

6. Supporting entrepreneurial growth



The accountancy profession will be a foundational pillar at the heart of the future entrepreneurial economy. Smaller accountancy firms are key players in the local business ecosystem, acting as trusted advisers increasingly offering innovative and technology-led services to support small business growth.

TRUST

7. Strengthening ethics and trust



Restoring and strengthening trust in business, government and other institutions will be a key priority. At the core of the remit of the profession will be continuing to serve the public interest through improved audit and assurance, governance, reporting and ethics practices. The profession will adopt the highest ethical standards to promote responsible business.