ACCOUNTING FOR A BETTER WORLD:
Priorities for a transforming profession
EXECUTIVE SUMMARY
Why accountancy is important for the future

FIGURE 1: Seven core priorities

1. Building resilient economies
2. Developing the talent of tomorrow
3. Driving sustainable business
4. Advancing standards and regulation
5. Transforming the public sector
6. Supporting entrepreneurial growth
7. Strengthening ethics and trust
Why accountancy is important for the future

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.

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.

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.

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.

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.

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.

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.