

## Funding the Future

# Will accountants save the world?

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Aviva Investors have begun promoting an interview I did with them:

 Aviva Investors  @avivainvestors 

In an interview with AIQ, we ask [@RichardJMurphy](#) if a shake-up is needed to ensure auditors reflect the true cost of reaching net zero.  
Find out more  [avivainvestors.com/en-gb/views/ai...](http://avivainvestors.com/en-gb/views/ai...)  
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3:45 PM · Aug 22, 2021 · Hearsay Social

The discussion focuses on my work on sustainable cost accounting.

[The full article is here.](#)

Deatils on [sustainable cost accounting is here.](#)

Since Aviva put a lot of work into the article [I suggest going to their site to read](#) what I had to say.

I get the impression from discussion that Aviva think I am on to something.

And the answer to the question is yes, by the way, if the world does sustainable cost accounting. Not maybe by themselves of course. But we could make a big contribution.

*Photo credit: Thomas Murphy*