

## Will accountants save the world?

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



The discussion focuses on my work on sustainable cost accounting.

[The full article is here.](#)

Details 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*