



THE PRINCE OF WALES'S

BUSINESS & SUSTAINABILITY PROGRAMME

UNIVERSITY OF CAMBRIDGE INSTITUTE FOR SUSTAINABILITY LEADERSHIP

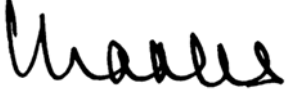
## Message from His Royal Highness The Prince of Wales, President of the Business & Sustainability Programme and Patron of the University of Cambridge Institute for Sustainability Leadership



I do realise how difficult it is for employers to spare some of their key people to take part in these seminars, but I hope they will feel justified in having done so. The additional knowledge and contacts acquired by the delegates should be a real asset to their organisations but, so too, will be their deeper understanding of sustainable development. If the delegates return to work with a heightened awareness

of the problems, a conviction that solutions can be found, and the determination to play a full part in that process, then I suggest that the effort will have been worthwhile.

One of the strengths of these seminars has always been the opportunities they provide for constructive interactions between the delegates and I would like to think that those links will be maintained and strengthened. An understanding that we are not alone on the journey towards sustainable development is an important step in turning the process into reality. So I hope that the delegates will feel able to keep in touch through the Programme's network, even when they return to the pressures and distractions of their own workplaces.

---