

## ACCA on accounting for a better future: video transcript

Jamie Lyon ACCA on the future of the accountancy profession

My name is Jamie Lyon, I am the global portfolio head of business management at ACCA. Our global campaign that we have just launched called 'accounting for a better world' really seeks to promote the role of the accountancy profession in helping create a better, fairer more equitable world that works for everyone, and it essentially tells the story about why the profession matters now, and why it matters for the future.

We know that no profession can solve for all the challenges global society faces, but the campaign reminds us that our profession has a contribution to make, it can play its part in helping redress some of the significant challenges we see.

We've launched a research report very recently that supports the campaign and that report talks to the seven core priorities for the global profession that we see ahead, and that's everything from its role in emerging economies for the future, its role in working with organisations around the world to really tackle some of the big challenges in terms of the environment and climate change, its role in helping supply financially skilled talented young people into the workforce of tomorrow, its contribution it can make for example in helping evolve and develop the global public sector, as well as its contribution and support for smaller businesses and really helping the digital entrepreneurial economy to flourish.

So we hope that it presents an optimistic picture of our future role around the world and all of the opportunities that are going to prevail for this global profession in fundamentally making a difference to our world and making a difference to our future.

Find out more about [accounting for a better world](https://accaglobal.com/accounting-for-a-better-world) on [accaglobal.com](https://accaglobal.com).