

July 1<sup>st</sup>, 2024

## **Announcement of Advisory Panel to the Value Balancing Alliance**

We are proud to announce the establishment of our Advisory Panel. Following the decision by our Steering Committee, the Advisory Panel will bring together esteemed thought leaders from our stakeholder ecosystem to:

- Advise us on what we stand for to ensure broad engagement within our stakeholder community, highlighting our role as an organization and the benefits of impact accounting.
- Connect us with key decision makers, enabling us to leverage and scale our network for additional support for impact accounting.
- Act as spokespersons to elevate awareness and recognition of our work among target audiences and communities.

Our Advisory Panel will operate on a pro bono basis and meet 2-3 times annually under Chatham House rules. While the panel does not have formal decision-making power, it is a key accelerator for our transformative work. The outcomes of discussions will be shared with the Steering Committee and Executive Committee.

Advisory Panel members serve one-year terms, automatically extendable by another year, with termination possible at any time. Our inaugural Advisory Panel includes:

- Isabelle Grosmaître as Chairwoman, Founder and CEO, Goodness & Co.
- Mark Manning, Founder, Senior Visiting Fellow, Grantham Research Institute, London School of Economics and Political Science
- Ken Shibusawa, CEO, Shibusawa and Company, Inc.
- Patricia Torres, Head of Sustainable Finance Solutions, Bloomberg
- Fiona Watson, Senior Director, Corporate Performance & Accountability, World Business Council for Sustainable Development

“I am deeply honored to chair the VBA Advisory Panel, joining forces with pioneering companies to redefine value creation. Together, we are committed to enabling the pivotal role of finance when business acts as a force for good.” said Isabelle Grosmaître, Chairwoman of the VBA Advisory Panel.

“Our work supports the business community in transforming reporting challenges into a force for sustainable value creation. I am delighted to collaborate closely with our Advisory Panel to scale and accelerate VBA’s mission.” stated Christian Heller, CEO of VBA.