

Anew Branding's letter of Commitment to the Ten Principles of the United Nations' Global Compact on Human Rights, Labour, Environment and Anti-Corruption

15 May 2023

From: **Anew Branding AS**

No. 989424718

Asbjørn Selsbanes Gate 16, 9406 HARSTAD

To: **Mr. H.E. António Guterres**

Secretary-General

United Nations

New York, NY 10017, USA

Dear Mr. Secretary-General,

I represent **Anew Branding**, a Norwegian branding and creative agency located in Harstad, Norway. We work strategically and creatively to help clients develop their brands. Our areas of expertise include strategic branding, graphic design, name and visual identity development, content creation and web design. We serve clients across multiple industries, but mostly within the northern parts of Norway.

Please accept our confirmation that Anew Branding fully and utterly supports the Ten Principles of the United Nations Global Compact on human rights, labour, environment and anti-corruption. With this communication, we express our intent to implement those principles. We are committed to making the UN Global Compact and its principles part of the strategy, culture and day-to-day operations of our company, and to engaging in collaborative projects which advance the broader development goals of the United Nations.

We recognize that a key requirement for participation in the UN Global Compact is the annual submission of a Communication on Progress that describes our company's efforts to implement the Ten Principles. We support public accountability and transparency, and therefore commit to report on progress within one year of joining the UN Global Compact, and annually thereafter according to the UN Global Compact COP policy. This includes:

- A statement signed by the Chief Executive Officer expressing continued support for the UN Global Compact and renewing our ongoing commitment to the initiative and its principles. This is separate from our initial letter of commitment to join the UN Global Compact.
- A description of practical actions (i.e., disclosure of any relevant policies, procedures, activities) that the company has taken (or plans to undertake) to implement the UN Global Compact principles in each of the four issue areas (human rights, labour, environment, anti-corruption).
- A measurement of outcomes (i.e., the degree to which targets or performance indicators were met, or other qualitative or quantitative measurements of results).

With warmest greetings, please accept, Mr. Secretary-General, the assurances of my highest consideration.

Yours truly,

Mrs. Anita Tennbakk

CEO at Anew Branding AS


