

Global Compact

Communication on Progress

BidGive International Inc. United States

June 2008



Mr. Georg Kell
Executive Director
Global Compact
United Nations
Room 3855-c
New York, NY 10017

June 21, 2008

Dear Mr. Kell,

BidGive International continues to salute the efforts of the Global Compact to urge partnerships between the private and public sectors. It is obvious to all of us that without such partnerships the Millennium Development Goals cannot be achieved.

The Global Compact, through its publications and communications; by sponsoring meetings between the private and public sector; and by hosting seminars and other opportunities for business to communicate with business on how corporations are working to achieve the MDGs, is helping to create greater awareness of what is being done and what we can do to achieve these goals.

For these reasons, BidGive International continues to be an avid supporter of the Global Compact, and all of its 10 principles, and this is why we have taken the initiative to developing the MDG Awards as a way to help educate the public about the MDGs and to galvanize global support for their achievement.

Through our association with H.E. Francis Lorenzo, H.E. Zina Andrianarivelo-Razafy, and Humanidad Foundation, the Global Impact forum, which will provide a public dialogue between Nobel Peace Laureates and UN Agency leadership responsible for achieving the MDG's, was developed. Our Goal is that the MDG Awards and the Global Impact Forum broadcasts will become an annual dialogue that will help galvanize public support and action for the MDGs.

Very Truly yours,



Michael Jacobson
Chairman

BidGive International Inc. Program Support for the 10 Principles of the Global Compact

To galvanize public support for the Millennium Development Goals. To publicize the goals themselves and the efforts of those working to achieve them.

Through the MDG Awards, we intend to:

- generate public support for those that that are making the most effort
- rally those who are falling behind
- highlight exemplars in the corporate community to promote the message that corporations can “do well by doing good”

The UN MDG Awards will be underpinned each year by a roundtable forum hosted by ‘Humanidad’. The 2008 forum will be ‘hard-wired’ to the world wide web as an interactive platform between people of the world and luminaries hosting a roundtable dialogue in the EcoSoc chamber of the UN, with a special sitting of the World Summit for Nobel Peace Laureates in Stavanger, Norway. The twinned locations will co-host a three hour special-session on the UN MDG. Participants will include Nobel Laureates, Spiritual leaders, Heads-of-State, Civic Leaders and Literary luminaries – some in person and others through virtual connectivity. On an annual basis, further participation will grow to include schools, universities, NGOs and ministries who will be invited in via the web-interaction to discuss the Millennium Development Goals along with the critical issues facing humanity and our planet.

SUPPORT FOR THE MILLENNIUM DEVELOPMENT GOALS OVERVIEW

COMMITMENT

To generate greater understanding of the MDG's among the global community, the mission of the UN in the MDGs and to galvanize global support for their achievement.

POLICIES, SYSTEMS, PROGRAMS

BidGive International has made all of its partners aware of the MDGs and its commitment to their achievement, and the reasons why they are important.

The system for communicating is email updates about the Company's MDG education project.

The project has two components:

1. The Global Impact Forum which presents a teleconference dialogue between Nobel Peace Laureates and Leaders within the UN Community. The purpose of this forum is to develop a plan that will help inform the UN of the perception of the MDGs within the general public and to help to develop a plan to galvanize the support of the general public. The weight of public opinion will help rouse additional state and civil society support. The results of this dialogue will be presented to the Presidents of the General Assembly and ECOSOC for presentation to the Secretary General.
2. The MDG Awards which will be held in the General Assembly Hall and will feature compelling stories of the MDGs, the reason their achievement is important to the global community and provide opportunities for the global public to join in helping to achieve them. This activity includes opportunities for social networking and global recognition of exemplary efforts via a social networking site (under construction) that will be launched the event September 12, 2008. UN Leaders, entertainers, Heads of State, Noble Laureates and Goodwill Ambassadors will be invited to participate in the live event, and via recorded messages for the social networking site.
 - In the top 12 television markets of the world, prominent entertainment has been engaged to appear in specifically edited editions of the event.
 - The event will be edited for broadcast at a later date and will be provided free to a major broadcaster in each market.
 - This is planned as an annual event until the MDGs are achieved. The broadcast has a potential viewing audience of 1 billion
 - It is anticipated that the social networking site will engage 10 million on an ongoing basis. This site will be in all official languages of the UN

SUMMARY OF ACTIONS TAKEN

- BidGive International Inc., has provided the start –up funding for the creation and development of the MDG Awards Committee, Inc., a not for profit that will recognize the efforts to achieve the MDGs via a public and annual event that will be recorded and broadcast globally.
- In turn MDG Awards Committee has partnered with the Nobel Peace Laureates and Humanitad to produce an annual dialogue between UN Agencies working towards achievement of the MDGs and the Nobel Peace laureates
- Production partners identified and contracted;
 - Humanitad Foundation
 - Nobel Peace Laureates Committee
- Foreign market performers are engaged
- Support from ECOSOC and UNICEF in place
- Additional support from UN agencies in process
- Support of Ambassadors representing either directly or indirectly approximately 30 nations
- Awaiting final approval of event
- Production team includes:
 - Louis Horovitz – Director of Oscars
 - Hal Uplinger - Live-Aid technical Producer and Smithsonian Award Recipient
 - Chris Wrangro – Producer of UN Aids Day Celebration and other UN events

PERFORMANCE:

The Global Impact Forum that will feature a live dialogue between leaders within the UN agencies that are working towards achievement of the MDGs and Nobel Peace Laureates is intended to reach 100 million viewers through an Internet viral marketing campaign and special channels of YouTube, Google Videos and the Peace Channel.

The MDG Awards will be recorded and edited in a format that will permit the delivery of the edited show to participating stations in every UN member nation. The anticipated viewership Year One is 500 million and an additional 100 million are anticipated to view excerpts on the Peace Channel and special channels of YouTube and Google Videos.

Project metrics will become available by December 1, 2008