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H.E. António Guterres  
Secretary-General United Nations  
New York, NY 10017

**Dear Mr. Secretary-General,**

I am pleased to report back on the progress made by **Real Leaders** in its support of the ten principles of the Global Compact, since signing our written commitment to do so in 2018.

Furthermore, we would like to express our continued support for the Global Compact and renew our ongoing commitment to the initiative and its principles for a further year. We have made the Global Compact and its principles part of the strategy, culture and day-to-day operations of our company and have engaged in collaborative projects worldwide to advance the broader development goals of the United Nations, and particularly the Sustainable Development Goals.

We have taken practical actions to implement the Global Compact principles. As a global media company and the world's first sustainable business & leadership magazine, we have adopted the 17 Sustainable Development Goals as our publishing template. On our website ([www.real-leaders.com](http://www.real-leaders.com)) and in our print publications, we have categorized our content against the 17 goals as a way of clearly showing, and educating, our audience around the types of action that can be taken to achieve each goal. This has included coverage of Paul Polman, SDG Advocate and Co-Vice Chair of the UN Global Compact Board, and the 2019 SDG Business Forum...

<https://real-leaders.com/paul-polman-gives-an-impassioned-speech-at-the-un-and-calls-for-more-real-leaders/>

...as well as coverage of your message on World Refugee Day in 2019:

<https://real-leaders.com/un-secretary-generals-message-for-world-refugee-day/>

Real Leaders is committed to educating and inspiring business leaders around the world by showing them how to run their companies according to responsible and sustainable business practice.

Real Leaders has promoted and implemented the Global Compact principles in both print and digital formats, that have been viewed by the following audiences:

1. The Young President's Organization (YPO) - a network of 30,000 CEOs in 142 countries who control \$9 trillion in spending.
2. There are approximately 30,000 print copies mailed to subscribers and distributed on newsstands across the USA: Barnes & Noble, Hudson News,, Executive Sky Lounges, plus

10,000 digital editions emailed to subscribers, all with clear reference to UN SDGs (see these examples):

- <https://real-leaders.com/digital/hope-2020/92/>
- <https://real-leaders.com/digital/fall-2020/92/>
- <https://real-leaders.com/digital/spring-2021/64/>

5. There are 11,4 million yearly website impressions with UN Global Compact branding.

6. There are 138,000 social media followers on Facebook and Twitter.

7. There are 27,000 weekly email newsletter subscribers with UN Global Compact branding.

8. Podcast: 41,000 monthly downloads focused on leadership and achieving SDG goals (Top 100 US Business News podcast)

**9. Paid Advertisements for the SDG's:** For the past 4 years, Real Leaders has dedicated/donated a full page print ad (with global distribution, valued at a \$17,000 per page) in ALL of our quarterly print magazines! This equates to \$68,000/year and \$272,000 over the past 4 years!

During the past several years, Real Leaders has attended numerous UN Global Compact meetings, conference/zoom calls and other UN-related initiatives, to support and to keep abreast of the latest Global Compact initiatives, which enables us to spread these principles to our global audience of more than 1 million readers, supporters and affiliates. These meetings have included:

Real Leaders has actively promoted all 17 SDG areas, in support of of the Global Compact principles, including Environment, Labour, Anti-Corruption and Human Rights:

### **Environment**

The Real Leaders website and magazine have dedicated sections that highlight stories on how business can take action on climate change, care for the oceans and promote responsible use of terrestrial ecosystems:

<https://real-leaders.com/digital/spring-2021/78/>

<https://real-leaders.com/digital/fall-2020/74/>

<https://real-leaders.com/digital/hope-2020/74/>

### **Labour**

Real Leaders publishes articles on labour issues in both the magazine and on the website, on a regular basis; here are two examples:

<https://real-leaders.com/digital/spring-2021/88/>

<https://real-leaders.com/the-difference-between-minimum-wage-and-living-wage/>

### **Anti-Corruption**

Real Leaders consistently covers issues related to government and business corruption and anti-corruption efforts, with two examples below:

<https://real-leaders.com/digital/spring-2021/26/>

<https://real-leaders.com/digital/fall-2020/62/>

## Human Rights

Content regarding human rights appears regularly across all Real Leaders' media channels:

<https://real-leaders.com/digital/spring-2021/12/>

<https://real-leaders.com/the-african-concept-of-ubuntu-should-be-at-the-heart-of-human-rights/>

Real Leaders also partners with companies, organizations and leaders to recognize, inform, and support corporate leaders practicing the UN SDGs, through three main programs:

- The annual Real Leaders Impact Awards recognizes the top impact companies globally and promotes their commitment to social-impact work, often highlighting UN SDGs (see our most recent list of Impact Award winners: <https://real-leaders.com/awards/>)
- Our new membership community, called the Real Leaders Impact Collaborative, fosters best practices within social-impact companies through monthly meetings with impact CEOs from around the world)
- To invite new impact leaders and companies into our community, Real Leaders is launching its Meet The Real Leaders series, featuring speakers such as Dr. Bertrand Piccard (UN Environment Goodwill Ambassador) and Jane Goodall (UN Messenger of Peace) who share their knowledge with impact leaders.

In summary, Real Leaders encourages and inspires our global audience to adopt the 17 SDGs. We act as a promoter and recruiter for the SDGs by bringing awareness, education and encouragement for companies to become signatories to the Global Compact.

In addition, each of the four executives of Real Leaders have personally committed to promoting many of the Social Development Goals, both noted above, and also included throughout our website and magazine in articles like this: <https://real-leaders.com/digital/spring-2021/64/>.

Real Leaders is firmly committed to promoting and supporting the principles of the Global Compact for the following years to 2030 and beyond.



Mark Van Ness

Founder

Real Leaders