

BraveBison

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

27 June 2018

Dear Mr General Secretary

I write on behalf of Brave Bison Limited. We are a London-based company specialising in creating and distributing social video content. Following recent discussions with various UN representatives, we are keen to collaborate with the UN on future projects and it is my pleasure to confirm that Brave Bison fully supports the UN Global Compact and its ten principles with respect to human rights, labour, environment and anti-corruption.

We are committed to integrating the Global Compact and the ten principles into our culture and our output, using our considerable influence in the social video space to deliver effective messaging with view to advancing the UN's development goals. At the heart of our strategy is "Mutha", our sustainability video channel within which we are keen to engage with the UN on collaborative projects which advance the Sustainable Development Goals in particular. This commitment will form part of our internal and external messaging to stakeholders.

We are aware that a key requirement for participation in the Global Compact is the annual submission of a Communication on Progress that describes our company's efforts to implement the ten principles. As a subsidiary of a public limited company, we understand and support public accountability and transparency and therefore commit to report on progress within one year of joining the Global Compact, and annually thereafter in accordance with the Global Compact COP policy, such reports to include:

1. A CEO statement expressing continued support for the UN Global Compact and renewing our ongoing commitment to the initiative and principles (separate from statements made upon joining the Global Compact);
2. A description of practical actions we have taken or plan to take to implement the ten principles in each of the four areas (human rights, labour, environment, anti-corruption); and
3. A measurement of outcomes, including the degree to which targets were met or other qualitative or quantitative indicators of results.

We are very pleased to express our commitment to the Global Compact and principles and would welcome any questions on our organisation or proposed collaboration with the UN.

Yours sincerely



Claire Hungate
Chief Executive Officer
Brave Bison Limited

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