



22 January 2019

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

Dear Secretary General,

I am pleased to confirm that ampUz supports the ten principles of the Global Compact on human rights, labour, environment and anti-corruption and progress made on the Sustainable Development Goals (SDGs).

With this letter, we express our intent to implement a principled based approach to the SDGs and will advocate for the same with our suppliers and clients. We have launched numerous capacity building packages to help our clients develop a deeper understanding on the SDGs particularly in relation to leadership and reporting.

It has been said that a lack of data is the 'Achilles heel' to achieving the 2030 Agenda. As ampUz, we are committed to being a part of the solution to this challenge; steering the data revolution towards sustainable development.

Our technology products support measurement, monitoring, analytics and move organizations towards reporting on impact data, for both of for-profit and not-for-profit organisations; in line with international reporting standards and frameworks such as the Global Reporting Initiative, International Integrated Reporting Council and the UN Global Compact (Communication of Progress). Impact data goes beyond basic quantitative output but evaluates indicators based on long term assessment and its consequences on society at large. Our software modules seek to automate the 'theory of change' process intrinsic to impact measurement.

Furthermore, we look to growing the social enterprise ecosystem in the Middle East so that more businesses in the region use the SDGs as a lens for business growth while benefitting the local economy. In an effort to support the growth of local social enterprises we currently sit on the board of two established and pioneering social enterprises in the UAE – Goumbook and Evolvin' Women.

We believe in public accountability and transparency for our actions, and as a microenterprise participant in the Global Compact Local Network UAE, we will submit an annual Communication of Progress on ampUz. The COP will include:

- A statement signed by ampUz's chief executive expressing continued support for the Global Compact Local Network UAE and renewing our ongoing commitment to the ten principles.



- A description of practical actions to implement the Global Compact principles in each of the four issue areas (human rights, labour, environment, anti-corruption).

We look forward to becoming a signatory to the UN Global Compact Local Network UAE at the earliest, and to continue advancing the UN Global Compact and Agenda 2030.

Yours sincerely,

A handwritten signature in grey ink, appearing to read "Ayla Bajwa".

Ms Ayla Bajwa  
Founder & CEO  
ampUz