



C/ Factor, 16 bajo (Plaza de Oriente) 28013 MADRID - E-mail: altaeficacia@altaeficacia.com - www.altaeficacia.com

Teléfono:  
91 541 22 22  
Fax:  
91 541 24 24

*19 de Mayo del 2011*

H.E. Ban Ki-moon  
Secretary-General  
United Nations  
New York, NY 10017  
USA

Dear Mr. Secretary-General,

I am pleased to confirm that **ALTA EFICACIA, S.L.** supports the ten principles of the Global Compact with respect to human rights, labour, environment and anti-corruption. With this communication, we express our intent to advance those principles within our sphere of influence. We are committed to making the 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, particularly the Millennium Development Goals. **ALTA EFICACIA, S.L.** will make a clear statement of this commitment to our stakeholders and the general public.

We recognize that a key requirement for participation in the Global Compact is the annual submission of a Communication on Progress (COP) 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 Global Compact, and *annually* thereafter according to the Global Compact COP policy.

Sincerely yours,

*Ms. Begoña Sanchez Ramos*  
*CEO/Managing Director*

GRUPO  
**ALTA EFICACIA**  
MARKETING Y DESARROLLO DE NEGOCIO

Empresa Socio Institucional de la  
Asociación Española de Ética  
de la Economía y de las Organizaciones.  
Miembro del European Business  
Ethics Network (EBEN)



Nº de licencia: 123.S/35/098/02



Nº ES07/4322