

July 2, 2020

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

Your Excellency Secretary General António Guterres,

Big Bad Boo is a children's media company that develops educational entertainment. Its animated cartoons, which have won dozens of international awards, now broadcast in over 200 countries and reach over 150 million people per year on premier networks, including Disney, PBS, Discovery Kids, the Al Jazeera Children's Channel and CCTV. Our academic curricula, which use cartoons in the classroom, are used by UNICEF and Ministries of Education in over 15 countries around the world. All of our programs promote life skills, non-violence, human rights, and the rule of law. In many countries, they are also used to counter violence against women and/or violent extremism.

With this communication, we express our intent to implement the Ten Principles of the UN Global Compact. We are committed to continuing making them a 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 Sustainable Development Goals. Big Bad Boo 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 UN 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 UN Global Compact, and annually thereafter, according to the UN Global Compact COP policy. This includes an annual statement renewing and confirming our continued commitment to the Global Compact, a description of activities undertaken by Big Bad Boo in support of the Compact, and a measurement of outcomes on activities related to Compact objectives.

We have been working with UNICEF and UN Women to provide critical psychosocial support and education resources for over ten years, and we are proud to formally join the UN Compact as a further step in integrating our work with UN objectives.

With our warmest regards,

BIG BAD BOO PRODUCTIONS, INC,



Aly Jetha  
President & CEO

