



17TH JULY 2015

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

Dear Mr. Secretary-General,

I am pleased to confirm that **Marketing & Social Research Association (MSRA)** supports the ten principles of the UN Global Compact with respect to human rights, labour, environment, and anti-corruption. With this commitment, we express our intent to advance these principles within our sphere of influence, and will make a clear statement of this commitment to our stakeholders and the general public.

We also pledge to participate in and engage with the UN Global Compact in the following way(s):

- Engage with Global Compact Local Networks.
- Hold businesses accountable to their commitments to the UN Global Compact and its Ten Principles.

We recognize that a key requirement for participation in the Global Compact is the submission of a Communication on Engagement (COE) that describes our organization's efforts to support the implementation of the ten principles and to engage with the Global Compact. We support public accountability and transparency, and therefore commit to report on progress within two years of joining the Global Compact and every two years thereafter according to the Global Compact COE policy.

Sincerely yours,

A handwritten signature in dark ink, reading 'Jane Nzomo'.

Mrs. Jane Ichatha Nzomo
Chairperson MSRA

**Marketing & Social Research
Association
P. O. Box 25404 – 00100,
Nairobi**