

14/07/2026

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

Dear Mr. Secretary-General,

I am pleased to confirm that **Associacao Brasileira das Agencias de Comunicacao - ABRACOM** supports the Ten Principles of the UN Global Compact with respect to human rights, labor, environment and anti-corruption. With this commitment, we express our intent to support the Global Compact advancing these principles, 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):

As atividades da Abracom relacionadas ao Pacto Global da ONU se concentram em sua atuação junto ao setor privado brasileiro para disseminar práticas de comunicação responsável, transparente e alinhada aos princípios de sustentabilidade corporativa. Por meio do GT de Sustentabilidade e ESG, a entidade desenvolve conteúdos educativos, promove debates setoriais e apoia agências associadas na incorporação de pautas ESG em suas entregas aos clientes corporativos.

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,

Sheila Magri,
Diretora Executiva at Associacao Brasileira das Agencias de Comunicacao - ABRACOM