

10/31/2015
UN Global Compact
'Communication on Progress'
Submitted by:



Reputation Dynamics

Organization Profile Information:

Founder and President, Samantha Taylor

Reputation Dynamics LLC,

Principle place of business:

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Registered in: State of New York, United States.

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I. About Reputation Dynamics, Purpose and Mission:

Mission:

Our mission is to help businesses protect the reputation of their brands and build stakeholder loyalty by aligning access to new markets with community development.

We connect and mobilize corporations, NGOs, academics and influencers' to address social, economic and environmental issues in the United States and select markets around the world.

Vision:

In our globalized economy we are facing poverty, lack of education, access and need for basic human needs such as food, water and health services in the face of climate change and it's impacts. We cannot solve these issues alone and must work together to solve these challenges for our future generations on a local and global level.

Description:

Reputation Dynamics (RD) provides for- and nonprofit/NGO organizations with corporate responsibility (CR), marketing and new businesses development advisory services. The company mobilizes collective action to address critical social, economic and humanitarian issues with a focus on private-public partnership development and fund raising.

Key sectors span water and health, poverty, conservation and wildlife, youth education and professional development, as well as women's empowerment. In addition to the U.S., RD has expertise in emerging markets including Africa. RD works with clients' on a local to global level, scale and replication informed by solid market analysis, integration with strategic plans, resources, business and budget priorities.

Letter of support:

Reputation Dynamics undertakes, as an organization, to continue to':

- Act consistently with the 10 principles of the **United Nations Global Compact**.
- Develop and implement a business model that advocates for addressing and mitigating economic, environmental and humanitarian issues.
- Promote and disseminate Corporate Social Responsibility values among its clients and network, as well as all of the organization's stakeholders.
- Seek out, promote and build best practices among its clients and network to ensure their participation in a culture of 'Aligning Doing Good with Business.'

- Work for building a better world and next generation of leaders, guided by the mission and vision established by the organization.

Code of Conduct:

Reputation Dynamics is a participant of the **United Nations Global Compact**, according to which it undertakes to:

- Ensure that its behavior as an organization is consistent with the 10 principles of the United Nations, as well as to promote and disseminate such principles.
- Act in the best interest of its clients', community and extensive network of for-, nonprofit and international aid organizations.
- Respect the confidentiality of the information of its clients and business activities
- Work against corruption and promote ethical business practices.

2. Highlights of Activities and Initiatives During 2013-2015:

- Reputation Dynamics works with nonprofit, for- profit and academic clients' focusing on social justice and humanitarian issues such as youth education, wildlife and environmental protection, poverty and women's empowerment (with a focus on conflict resolution among women).
- Reputation Dynamics works with clients' in the US as well as emerging markets such as Africa.
- Reputation Dynamics advocates for and provides information about the organizations projects', approaches to long-term sustainable development and thought leadership via its blog, which is distributed to more than 5,000+ around the world. Please find link to blog at:
 - **Conscious Commerce:**
 - <http://www.reputation-dynamics.com/conscious-commercereputation-dynamicsbiz/>
 - Example thought leadership about protecting the environment and forests:
 - **A Shared Value Approach to Protecting Forests:**
 - http://community.businessfightspoverty.org/profiles/blogs/conscious-commerce-realities-of-years-of-living-dangerously-1?xg_source=msg_mes_network
- RD Founder, Sam Taylor, speaks at forums attends conferences to provide education and advocate for change:
 - Example speaking topic about building resilient communities:
 - **The Power of Partnerships: Next Generation Strategies for Building Resilient Communities:**
 - <http://www.reputation-dynamics.com/news/postid-5>
- The company mobilizes collective action to address critical social, economic and humanitarian issues with a focus on private-public partnership development and fund raising.

- RD believes in the strength and power of story telling to impact change and awareness. RD Founder, regularly travels to vulnerable communities on behalf of clients and reports back about her field trips and raising awareness of important causes:
 - Example field trip report to Rwanda in support of developing a strategic plan for a community youth village:
 - **It takes a Village to Raise A Child: A field report from Rwanda:**
 - <http://www.reputation-dynamics.com/conscious-commercereputation-dynamicsbiz/852>

HOW WE DO IT:

- We **connect** corporations, NGOs, academics, associations, agencies and agents of change.
- We provide **information and knowledge** about CR, fund raising, community development initiatives, partnerships and priorities.
- We assess and develop the **unique value proposition**.
- We provide **access to contacts and facilitate dialogues**.
- We **create ideas for collaboration and alignment** including funding and budget parameters, access to new markets, consumers, products and services.
- We integrate **cause-related marketing** and **fund raising** activities.

Example clients and initiatives can be located at:

- <http://www.reputation-dynamics.com/322/>

Example Benchmarks:

- RD contributed to building a resilient business model and strategic plan to sustain services for more than 600+ students in a community youth village in Rwanda.
- RD established a partnership engagement platform and value proposition for two leading nonprofit environmental services organizations to help them conserve and protect wildlife species and biodiversity in the US and around the world including improving livelihoods.
- RD is establishing a robust community business development and services learning model for students in emerging markets such as Panama and Africa for a leading University in the US.

About this Report:

The COP 2013-2015 provides brief highlights of actions that Reputation Dynamics is taking on a local and global basis to address UNGC principles on human rights, labor, the environment and anti-corruption.

This report is prepared by Reputation Dynamics Founder, Sam Taylor on 10/25/2015.

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