

**UN Global Compact  
COMMUNICATION ON ENGAGEMENT (COE)**



**From: October, 2015                      To: October, 2017**

Date: October 23, 2017

***Statement of Continued Support:***

To our stakeholders:

I am pleased to confirm that Reputation Dynamics reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

**Samantha Taylor**

**President and Founder, Samantha Taylor**

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## **I. About Reputation Dynamics, Purpose and Mission:**

### *Mission:*

Help organizations protect the reputation of their brands and build stakeholder loyalty by aligning new market growth opportunities with building resilient communities for the long-term.

RD mobilizes collective action to address critical social justice and humanitarian issues with a focus on inclusive partnership development and storytelling.

### *Vision:*

In our globalized economy we are facing poverty, lack of education, gender inequality, access to basic human needs such as food and water in the face of climate change and unprecedented disasters. 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:**

Founded in 2005, Reputation Dynamics (RD) provides for-profit and NGO/academic organizations with global citizenship development, access to new markets and fund raising services that build resilient communities and improve livelihoods for the long term.

Key sectors span economic development, 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.

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

- Attract new participants to the UN Global Compact through outreach efforts and awareness building.
- Develop and implement a business model that advocates for addressing and mitigating economic, environmental and humanitarian issues.
- Promote and disseminate Corporate Sustainability 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.

## 2. Highlights of Activities and Initiatives During 2015-2017:

- Reputation Dynamics works to support and implement the 10 principles of the **United Nations Global Compact** and focusses on the following priority sectors:
  - End poverty and ensure access to basic needs
  - Provide access to quality education
  - Ensure gender equality
  - Ensure sustainable cities and communities
  - Develop partnerships to ensure mutual aims to advance the UN Global Compact principles
- 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 economic security and ending domestic violence).
- Represents the best interest of its clients', community and extensive network of for-, nonprofit and international aid organizations.
- Reputation Dynamics works with clients' in the US as well as emerging markets such as Africa.
- Reputation Dynamics is focused on Shared Value approaches based on collaborative dialogue and custom designs for partnerships between the private and public sectors. Example project and partnership development in support of conflict resolution - **THE UNCONDEMNED**:
  - **THE UNCONDEMNED** tells the gripping and world-changing story of a group of young international lawyers and activists who fought to make rape a crime of war, and the Rwandan women who came forward to testify, to win justice, where there had been none. Up until this point rape had not been considered a war crime and was committed with impunity. A courtroom thriller, and personal human drama, **THE UNCONDEMNED** interweaves the stories of the characters in this odyssey, leading to the trial in the International Criminal Court — and the results that changed the world of criminal justice forever. We invite you to review the trailer: [www.film11.tv/theuncondemned](http://www.film11.tv/theuncondemned).
  - In support of the documentary's advocacy for and education about mitigating violence among women, Reputation Dynamics teamed with **EILEEN FISHER** to create a social impact partnership to include hosting a reception for the filmmakers and cast, along with 70+ people, in their East Hampton store, immediately following the premiere screening, a Q&A coffee discussion the following morning with Patricia Sellers, as well as day of shopping fund raiser. This partnership underscores the power of cultivation events, informing and empowering local and global communities to support important causes.
- Reputation Dynamics advocates for and provides information about the UN Global Compact and organizations projects', approaches to long-term partnership

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: *The Power of Private-Public Partnerships: Deconstructing Gender Bias for Resilient Communities:***
- <https://www.reputation-dynamics.com/conscious-commercereputation-dynamicsbiz/gcwxzt4ghl7mdle2mr6p4dy8petlxz>
- Participates in the UN Global Compact New York regional network and related events.
- Encourages clients and the community to support the UN Global Compact's events, principles and engagement.
- RD Founder, Sam Taylor, speaks at forums attends conferences to provide education and advocate for change:
  - **Columbia University: Annual African Economic Forum 2016:** Participated on a panel about *Development Policy/Regional Integration in Africa* panel with a focus on 'Aligning Business with Purpose', importance of partnerships to address community challenges and create a path to economic prosperity. **Link:** <https://www.reputation-dynamics.com/news/Og2j0owbbni306rxd3azth3me36sel>
  - **Boston College Center for Corporate Citizenship: Community Collaboration: Building Meaningful Partnerships for Impact.** **Link:** <https://www.reputation-dynamics.com/news/ys8apj37ekfkw9e6pkcgkth97aztgc>
- The company mobilizes collective action to address critical social, economic and humanitarian issues with a focus on private-public partnership development and fund raising:
  - Partnership development for **American Forests** and **Women's Funding Network**.
- RD believes in the strength and power of storytelling 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 Panama with a university: **Narrowing the Divide between the Rich and Poor: Field Trip Report with TCU in Panama.** **Link:** <https://www.reputation-dynamics.com/conscious-commercereputation-dynamicsbiz/y8fjk2u1gj31u5z7fld3wwy0a57leo>

#### 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.
- Promote the **development of partnerships and shared value approaches**.

**Example clients and initiatives can be located at:** <http://www.reputation-dynamics.com/322/>

#### **Example Benchmarks:**

- RD developed partnerships and educational forums for **THE UNCONDEMNED**, a riveting documentary about an underdog group of lawyers and activists who defied the odds to do what had never been done: prosecute rape as an international war crime - directed by Michele Mitchell, an award winning, former investigative reporter on “NOW with Bill Moyers” (PBS), Highlights of partnerships and advocacy campaigns created include **EILEEN FISHER, The United States Holocaust Memorial Museum** and **The Museum of Jewish Heritage**.
- RD is supporting a leading environmental and wildlife organization - **American Forests** - to raise awareness about the importance of trees to protect wildlife habitats and ecosystems in the U.S. Facilitated more than 30 meetings with corporations and secured a \$200k + grant from a leading consumer products company.
- RD is supporting development of a youth empowerment and learning model for students in emerging markets such as Africa and Panama for **TCU’s Discovering Global Citizenship Program** Example project to include raising awareness of TCU’s Rhino project - <https://planetrhino.tcu.edu>, where people from the around the world will be able to log in and journey through the crisis, including live chat sessions with vets from the field.

**About this Report:** The COP 2015-2017 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, as well as the SDG’s.

This report is prepared by Reputation Dynamics Founder, Sam Taylor on 10/27/2017.  
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