

COMMUNICATION ON ENGAGEMENT (COE)

Philippine Marketing Association, Inc. (PMA)

Period covered by this Communication on Engagement From:
May 2017 to May 2018

Part I. Statement of Continued Support by the Chief Executive or Equivalent

Please use the box below to include the statement of continued support signed by your organization's Chief Executive or equivalent.

April 12, 2016

To our Stakeholders:

I am pleased to confirm that **Philippine Marketing Association, Inc. (PMA)** 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,



ARLENE P. MARTINEZ CPM ASIA
2018 PMA PRESIDENT

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Part II. Description of Actions

Please use the box below to describe the actions your organization has taken in support of the Global Compact. It is strongly recommended that the actions taken are related to one or more of the specific activities suggested. Please refer to the complete list of suggested activities for your type of organization found here.

- For business associations: Attract new participants to the UN Global Compact through its outreach efforts and awareness raising through PMA's National Marketing Conference held last November 27-28, 2017 and through the inclusion of the SDG topic at the National Marketing Conference attended by about 300 individuals and companies at the Sofitel Ballroom, Philippines. UNGC Meng Liu was one of the speakers at the SDG-focused session in the conference.
- For CEOs: Promoted SDGs among top CEOs in a round table discussion with the Chairman of Unilever, Benjie Yap. The chairman spoke about Unilever's SDG Programs to inspire other CEOs to follow.
- Advocacy Awards: Incorporated SDG programs as one of the added factor in the Agora Excellence Award for Marketing Advocacy.
- Board Member of GCNP: PMA Representative, Maria Luz (Yayu) Javier, a former president of PMA retained its position as Chairman of the Board of Trustees of GCNP and the Local Network Representative.

Part III. Measurement of Outcomes

Please use the box below to include the most relevant qualitative and/or quantitative indicators to measure the outcome of the activities described in Part II above.

- Increase awareness of SDGs among different corporations who attended the National Marketing Conference.
- Inspired CEOs to consider SDGs in their organization.
- Increased awareness of importance of SDG in advocacy programs.