

# 2019

COMMUNICATION  
ON PROGRESS (COP)



**United Nations**  
Global Compact



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## Letter from our CEO

*It is truly a pleasure to submit our Fifth **Communication on Progress (COP) Report** to the United Nations. We welcomed the 2019 COP Year with both high energy and reflections of celebrations from a year robust in support to our community, with many meaningful events in alignment with our organizational values and with the values of the ten principles of the United Nations Global Compact (UNGP). Throughout this period, we initiated numerous programs to inspire our youth, honor our Veteran community, and did our part to make a difference within the region through our commitment to numerous nonprofit organizations. The past year was dynamic, engaging, and filled with an abundance of positive momentum, creative strategy, and steadfast focus.*

We present this COP as proud members of the UNGP as a United States based professional service firm. Over the past year, we have witnessed a world where leaders were challenged by globally charged and domestic issues where people allowed political differences to divide and erode the root of their core values. The global landscape is ever-changing and diplomacy is becoming more important than ever as leaders need to have more patience and understanding for the differences that make our world so strong. As corporate and community leaders, we have a responsibility to uphold the highest level of integrity at all times, and to ensure that our decisions are meaningful and driven by a strong moral and ethical compass. We must continue to be fair and open to different ideas, approaches, and to individual leadership styles. Every leader across every nation and of every sized organization must responsibly do their part to create positivity in the workforce to allow their employees the opportunity to love their work and their environment. As the world continues to evolve, we recognize the necessity for the business community to be highly aligned and supportive of the mission of the United Nations to help strengthen all of humanity by doing its part to create a positive and supportive approach to assisting Human Rights initiatives and ensuring environmental sustainability through our regional efforts and contributions to society. Now, more than ever, businesses should rise to the occasion and set a positive example for others to follow.

Highlights from our past year include our commitment to workforce development and economic development initiatives. We are proud that our education program welcomed its fourth class of PENTA Marketing Mentor Scholars™, a highly acclaimed program, helping extraordinary high school seniors connect with C-level executives as they participate on numerous outreach visits to companies that are helping to shape innovation and marketing trends. We continued our collaboration with the Westborough Public School System on its mission to brand The Boro Program, which offers assistance and life/workforce readiness to young adults. This Program was launched in December 2019, and we were proud to be part of the marketing and packaging of this forward-thinking program helping young adults gain the experience of what it is like to enter the workforce, live more independently, and enjoy happy lives. We also had the pleasure of developing the Westborough High School

Annual Student Profile, which assists the school in its marketing efforts to collegiate recruiters and admissions departments across the nation.

In support of our Veteran community and with appreciation to all of those who served or who are currently serving our great nation, we hosted our signature Flag Raising Ceremony and festivities, celebrating Military Appreciation Month. Bringing together members of our regional Veteran community, the families of former and present service men and women, and hosting a ceremony to illuminate our American Flag, which we display with tremendous pride at our historic property. Over 100 people joined the ceremony. We are always proud to bring together our bipartisan regional legislative delegation. Participating in our program during this COP year were Senator Michael Moore (D), Senator Jamie Eldridge (D), Representative Hannah Kane (R), Representative Carolyn Dykema (D), Representative Danielle Gregoire (D), and Francisco A. Ureña, Secretary of the Department of Veterans' Services of the Commonwealth of Massachusetts. In an effort to foster good will to support the psychological wellbeing of those who care for our veterans, we were delighted to make a charitable contribution to a nonprofit organization.

Another highlight from this year was our significant commitment to the Westborough Economic Development Committee with our marketing and public relations support to further regional economic development growth, the creation of new jobs, and the development of commercial properties. We planned and produced the Committee's Fifth Annual Review and Celebratory Event, which gathered nearly 200 leaders together and where the Lt. Governor of Massachusetts delivered a powerful keynote address. Handling every facet of this event since its inception, we were encouraged to see attendance nearly double in size and to see so many organizations honored. It was a pleasure to provide this assistance. As the Chairman of this Committee for five consecutive years, our CEO is fully committed to helping local government improve strategy, outreach, and communications efforts as it relates to improved economic development activity and results.

During the most recent COP period, we continued our support of human rights through collaborations and assistance with human service organizations. We supported the YWCA of Central Massachusetts by contributing to its Katharine Forbes Erskine Awards Luncheon, and our CEO had the pleasure of serving in a leadership role as its Chairman for the fifth consecutive year. In addition, we are working with the organization to help brand and evangelize its Capital Campaign, LIVE, which will raise enough funding to significantly improve its flagship facility, providing a better experience and enhanced environment for the women, children, and families it serves. Our CEO is proud to serve as one of the Major Gift Chairs for this initiative.

Developing a brand for this significant milestone initiative and helping the organization execute a marketing initiative to raise over

*Continued on page 5*



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## Letter from our CEO *Continued*

\$7 million towards its exciting and historic renovation project, we used our core competencies for the betterment of our community. In addition, we created collateral materials, produced a series of testimonial videos, and hosted an informational reception for the organization at our historic corporate headquarters.

With regards to other organizations that support women and children in need, our firm also donated countless hours of paid employee/staff time to design and facilitate the launch of a new website for Abby's House in Worcester. Abby's House was founded in 1976 as the Abby Kelley Foster House, Inc. (Abby's House), and the organization has provided more than 11,500 homeless women and children with a safe place to stay, regroup, and rebuild. It was one of the first shelters for women, with or without children, in the United States.

When called upon by the local nonprofit organization, In Your Shoes, which provides assistance on numerous levels to people in need, we stepped up with a charitable donation during the Holiday Season. We were also delighted to contribute to the United Way, the Worcester Regional Research Bureau, and numerous other organizations. The PENTA Legacy Fund also contributed to other community based organizations in alignment with our mission.

There were so many additional highlights from the past year. We would like to express our sincerest gratitude to our clients that place their trust and confidence in our firm to help improve their marketing. We are blessed to have the opportunity to do what we love every single day in a bright, beautiful, and creative environment that is positive and uplifting.

As we look forward to the year ahead, we will be celebrating our 30th Anniversary in business, to doing our part to help every one of our clients achieve more success, to focus on our good work in the communities we serve, and to live our mission and values of fostering a great place to work for our team and helping to inspire a better region.

It is truly an honor and privilege to support the UNGP principles.

### **Deborah Penta**

*Founder & CEO*

*PENTA Communications, Inc.*



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## How PENTA Implemented the Ten Global Principles in 2018

	Principle	Highlights on Progress
<b>Human Rights</b>	<ol style="list-style-type: none"> <li>1. Businesses should support and respect the protection of internationally proclaimed human rights;</li> <li>2. And make sure they are not complicit in human rights abuses.</li> </ol>	<ul style="list-style-type: none"> <li>• PENTA continued its commitment to regional nonprofit organizations that support and respect human rights by helping individuals and families work towards economic self-sufficiency through education and assistance programs. These organizations included Abby's House, Big Brothers Big Sisters, Boy Scouts of America, Veterans Inc., Worcester Community Action Council, and the YWCA;</li> <li>• PENTA's leadership continued its volunteer board service to a myriad of community organizations that support the UN Human Rights Principle, including the Central Massachusetts Workforce Investment Board;</li> <li>• PENTA's leadership served as Corporators for the human rights nonprofit organizations Seven Hills Foundation, Big Brothers Big Sisters, and the Greater Worcester Community Foundation;</li> <li>• PENTA was a presenting sponsor of the YWCA Tribute to Women Event in 2018 for the Katharine Forbes Erskine Awards, recognizing extraordinary female leaders who have exhibited exemplary achievements in Business and Law, Art and Culture, Science, Medicine, Education, Government, and Youth Leadership – also honoring and triumphing equality for all women and girls who support racial justice and equality. In addition, our CEO served a leadership role as the Chairman of the 2018 Tribute to Erskine Committee for the fourth consecutive year;</li> <li>• In May 2018, PENTA hosted its Fourth Annual Flag Raising Ceremony in Celebration of National Military Appreciation Month and in honor of our distinguished Veterans. The Company also made a donation to benefit a nonprofit organization that helps provide joy to those who support the veterans in their lives through positive supportive experiences. The Company was recognized by State Senators Michael Moore (D) and Jamie Eldridge (D) and Senate Majority Leader Harriette Chandler (D), and Representatives Carolyn Dykema (D), Hannah Kane (R), and Danielle Gregorie (D). Our Firm was also recognized by the Office of the Governor through the Department of Veterans' Services;</li> <li>• PENTA provided needed assistance through a donation to In Your Shoes, a nonprofit organization that helps provide assistance to community members in need; and</li> <li>• In November of 2018, PENTA made a significant contribution for the Boy Scouts of America in both pro-bono services and in a charitable donation, helping to increase the success of its annual fundraiser helping it to net the most in its event history.</li> </ul>
<b>Labor Standards</b>	<ol style="list-style-type: none"> <li>3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;</li> <li>4. the elimination of all forms of compulsory labor;</li> <li>5. the effective abolition of child labor;</li> <li>6. and the elimination of discrimination in respect of employment and occupation.</li> </ol>	<ul style="list-style-type: none"> <li>• PENTA celebrated the Birthdays of all of its team members and created special events such as "Muffin Mondays," Catered Luncheons, provided "Anniversary Gift Cards," and other celebratory and spontaneous treats for its team;</li> <li>• PENTA's Football Friday Luncheon Series continued and was well received, providing our team with free lunches from the area's best restaurants. We also had a special off-site Holiday Luncheon, which was fun for all, and hosted other events throughout the year for the team.</li> <li>• The PENTA Team continued to enjoy its Team Clubhouse and furnished its Game Room with a pool table, table tennis, and air hockey. Another big hit is the availability of peanut butter pretzels and the spontaneous snacks, and ice cream treats found in the staff kitchen;</li> <li>• PENTA's CEO continued to serve on the Board of the Central Massachusetts Workforce Investment Board and also served as Chairman of the Westborough Economic Development Committee, which works to bring and grow job opportunities in the region. She also served on Personnel Committees for two Boards during the COP year helping organizations uphold best practices for reviewing and hiring;</li> <li>• In the most recent COP period alone, PENTA hosted 55 catered meal events to benefit its employees;</li> <li>• PENTA offers its team free parking, free Wi-Fi, coffee, tea, beverages, and onsite snacks; and</li> <li>• PENTA continued its Marketing Mentorship Scholar Program™ fostering high-level marketing knowledge and experience to high school students and encouraging stronger job placement opportunities.</li> </ul>



**ENVIRONMENT**



**ANTI  
CORRUPTION**



**HUMAN  
RIGHTS**



**PENTA™**  
**pentamarketing**



**LABOR  
STANDARDS**



**PENTA  
COMMUNICATIONS**

## How PENTA Implemented the Ten Global Principles in 2018

*Continued*

	<b>Principle</b>	<b>Highlights on Progress</b>
<b>Environment</b>	<p>7. Businesses should support a precautionary approach to environmental challenges;</p> <p>8. undertake initiatives to promote greater environmental responsibility;</p> <p>9. and encourage the development and diffusion of environmentally friendly technologies.</p>	<ul style="list-style-type: none"> <li>• PENTA continued its recycling efforts of paper, plastic products, and printer cartridges. Our full service networked printer, server and equipment, streamlines production of printed paper to conserve on ink and paper usage. In 2018, our printing was reduced by 30% in comparison to 2017, with more of our efforts becoming more digital based;</li> <li>• PENTA continued to offer its clients a green line of services and made recommendations with respect to how its clients could execute green marketing strategies within their businesses;</li> <li>• PENTA sourced 98% of its products and services locally;</li> <li>• PENTA employed 100% of its building contractors from within a 20-mile radius;</li> <li>• PENTA made every effort to conserve energy through the effective monitoring of electricity usage and other utilities at its corporate office; and</li> <li>• PENTA encouraged and hosted an event showcasing the benefits of the cycling and walking trails to be constructed behind the building to promote health and wellbeing through trail use.</li> </ul>
<b>Anti-Corruption</b>	<p>10. Businesses should work against corruption in all of its forms, including extortion and bribery.</p>	<ul style="list-style-type: none"> <li>• PENTA maintains the highest ethical standards in all of its business operations and relationships. The firm seeks vendors that are in alignment with our core values ensuring high integrity. In addition, we maintain high levels of transparency in our client relationships and will not tolerate any level of unethical behavior on any level. In this COP period, our CEO received the 2018 Good Scout Award from the Boy Scouts of America. This honor is bestowed upon an individual who demonstrates the highest integrity in all facets of his/her business and professional life. It is awarded to an individual who lives and acts in alignment with the Laws of Scouting.</li> </ul>

29 Years



98%  
Use of  
Local  
Suppliers



820  
Hours  
of Service to  
Nonprofit  
Organizations



100%  
Use of  
Local  
Contractors



55  
Employee  
Events



## Progress by the Numbers

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29 Years

PENTA celebrated 29 years of providing the highest caliber integrated marketing services to its clients.

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98%

Percentage of PENTA suppliers that are local to the region.

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820

Hours of time provided to 16 noteworthy nonprofit organizations in services during the COP Period including those that support human rights, economic development, arts and culture.

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100%

Percentage of building contractors within a 20-mile radius that PENTA utilizes to support its corporate office/facility.

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55

Employee/Team events over the course of the COP period providing free meals to our staff.

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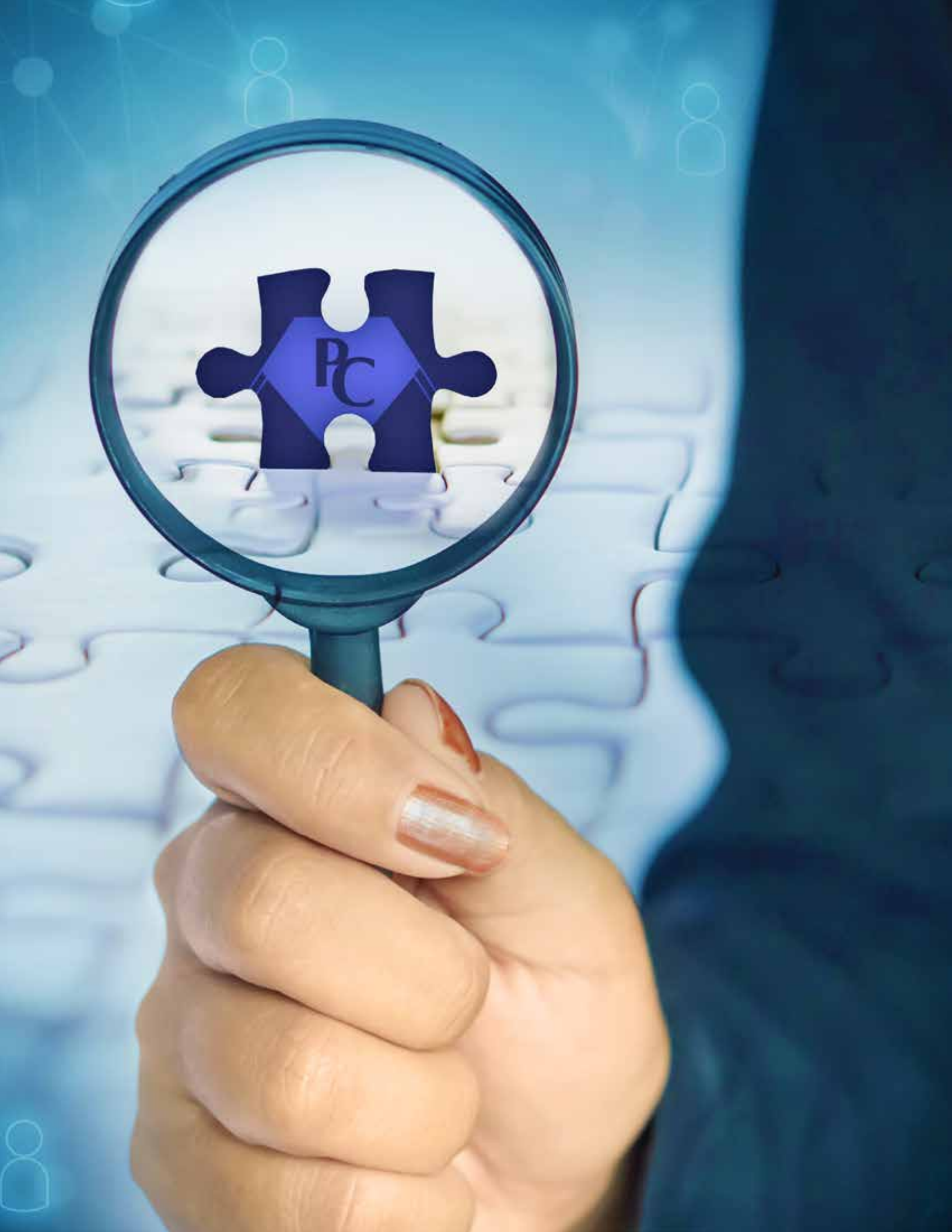


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## United Nations Global Compact

### Human Rights

	Principle	Highlights on Progress
<b>Human Rights</b>	<ol style="list-style-type: none"> <li>1. Businesses should support and respect the protection of internationally proclaimed human rights;</li> <li>2. And make sure they are not complicit in human rights abuses.</li> </ol>	<ul style="list-style-type: none"> <li>• PENTA continued its commitment to regional nonprofit organizations that support and respect human rights by helping individuals and families work towards economic self-sufficiency through education and assistance programs. These organizations included Abby’s House, Big Brothers Big Sisters, Boy Scouts of America, Veterans Inc., Worcester Community Action Council, and the YWCA;</li> <li>• PENTA’s leadership continued its volunteer board service to a myriad of community organizations that support the UN Human Rights Principle, including the Central Massachusetts Workforce Investment Board;</li> <li>• PENTA’s leadership served as Corporators for the human rights nonprofit organizations Seven Hills Foundation, Big Brothers Big Sisters, and the Greater Worcester Community Foundation;</li> <li>• PENTA was a presenting sponsor of the YWCA Tribute to Women Event in 2018 for the Katharine Forbes Erskine Awards, recognizing extraordinary female leaders who have exhibited exemplary achievements in Business and Law, Art and Culture, Science, Medicine, Education, Government, and Youth Leadership – also honoring and triumphing equality for all women and girls who support racial justice and equality. In addition, our CEO served a leadership role as the Chairman of the 2018 Tribute to Erskine Committee for the fourth consecutive year;</li> <li>• In May 2018, PENTA hosted its Fourth Annual Flag Raising Ceremony in Celebration of National Military Appreciation Month and in honor of our distinguished Veterans. The Company also made a donation to benefit a nonprofit organization that helps provide joy to those who support the veterans in their lives through positive supportive experiences. The Company was recognized by State Senators Michael Moore (D) and Jamie Eldridge (D) and Senate Majority Leader Harriette Chandler (D), and Representatives Carolyn Dykema (D), Hannah Kane (R), and Danielle Gregorie (D). Our Firm was also recognized by the Office of the Governor through the Department of Veterans’ Services;</li> <li>• PENTA provided needed assistance through a donation to In Your Shoes, a nonprofit organization that helps provide assistance to community members in need; and</li> <li>• In November of 2018, PENTA made a significant contribution for the Boy Scouts of America in both pro-bono services and in a charitable donation, helping to increase the success of its annual fundraiser helping it to net the most in its event history.</li> </ul>





## United Nations Global Compact

### Labor Standard Principles

	Principle	Highlights on Progress
<b>Labor Standards</b>	<p>3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;</p> <p>4. the elimination of all forms of compulsory labor;</p> <p>5. the effective abolition of child labor;</p> <p>6. and the elimination of discrimination in respect of employment and occupation.</p>	<ul style="list-style-type: none"> <li>• PENTA celebrated the Birthdays of all of its team members and created special events such as “Muffin Mondays,” Catered Luncheons, provided “Anniversary Gift Cards,” and other celebratory and spontaneous treats for its team;</li> <li>• PENTA’s Football Friday Luncheon Series continued and was well received, providing our team with free lunches from the area’s best restaurants. We also had a special off-site Holiday Luncheon, which was fun for all, and hosted other events throughout the year for the team.</li> <li>• The PENTA Team continued to enjoy its Team Clubhouse and furnished its Game Room with a pool table, table tennis, and air hockey. Another big hit is the availability of peanut butter pretzels and the spontaneous snacks, and ice cream treats found in the staff kitchen;</li> <li>• PENTA’s CEO continued to serve on the Board of the Central Massachusetts Workforce Investment Board and also served as Chairman of the Westborough Economic Development Committee, which works to bring and grow job opportunities in the region. She also served on Personnel Committees for two Boards during the COP year helping organizations uphold best practices for reviewing and hiring;</li> <li>• In the most recent COP period alone, PENTA hosted 55 catered meal events to benefit its employees;</li> <li>• PENTA offers its team free parking, free Wi-Fi, coffee, tea, beverages, and onsite snacks; and</li> <li>• PENTA continued its Marketing Mentorship Scholar Program<sup>TM</sup> fostering high-level marketing knowledge and experience to high school students and encouraging stronger job placement opportunities.</li> </ul>



## United Nations Global Compact

### *Environmental Principles*

	Principle	Highlights on Progress
<b>Environment</b>	<p>7. Businesses should support a precautionary approach to environmental challenges;</p> <p>8. undertake initiatives to promote greater environmental responsibility;</p> <p>9. and encourage the development and diffusion of environmentally friendly technologies.</p>	<ul style="list-style-type: none"> <li>• PENTA continued its recycling efforts of paper, plastic products, and printer cartridges. Our full service networked printer, server and equipment, streamlines production of printed paper to conserve on ink and paper usage. In 2018, our printing was reduced by 30% in comparison to 2017, with more of our efforts becoming more digital based;</li> <li>• PENTA continued to offer its clients a green line of services and made recommendations with respect to how its clients could execute green marketing strategies within their businesses;</li> <li>• PENTA sourced 98% of its products and services locally;</li> <li>• PENTA employed 100% of its building contractors from within a 20-mile radius;</li> <li>• PENTA made every effort to conserve energy through the effective monitoring of electricity usage and other utilities at its corporate office; and</li> <li>• PENTA encouraged and hosted an event showcasing the benefits of the cycling and walking trails to be constructed behind the building to promote health and wellbeing through trail use.</li> </ul>



**core value**

## United Nations Global Compact

### Anti-Corruption

	Principle	Highlights on Progress
<b>Anti-Corruption</b>	10. Businesses should work against corruption in all of its forms, including extortion and bribery.	<ul style="list-style-type: none"> <li>PENTA maintains the highest ethical standards in all of its business operations and relationships. The firm seeks vendors that are in alignment with our core values ensuring high integrity. In addition, we maintain high levels of transparency in our client relationships and will not tolerate any level of unethical behavior on any level. In this COP period, our CEO received the 2018 Good Scout Award from the Boy Scouts of America. This honor is bestowed upon an individual who demonstrates the highest integrity in all facets of his/her business and professional life. It is awarded to an individual who lives and acts in alignment with the Laws of Scouting.</li> </ul>



**António Guterres***Secretary-General*

United Nations

New York, NY 10017

United States of America

Dear Mr. Secretary-General:

On behalf of PENTA Communications, Inc., I am delighted to reconfirm our company's commitment to support the ten principles of the United Nations Global Compact on human rights, labor standards, environment, and anti-corruption.

During our sixth year as a Global Company signatory, we made great progress in moving several initiatives forward and in both building and planting seeds for the future. As we look forward to our next COP period, we are both excited and energized to raise the bar with our efforts in marrying our community engagement to the ten principles, and, in addition, to strategically develop and implement ways that our organization can emerge to the next level in all areas for a stronger future.

Every day, we seek to make a difference in our work and to the betterment of the world around us. We believe that by doing our part locally and regionally that we are indeed part of a movement that inspires a better global economy and a more positive global outlook for the future of our industry and the communities that we touch by our work.

PENTA looks forward to making its mark by consciously making an effort to continue acts of kindness, support, and engagement to foster lasting and meaningful progress for a better tomorrow.

We look forward to presenting our sixth Communication on Progress in the spring of 2020 and wish you the best of success for creating a culture of building more awareness throughout the globe for businesses like ours to navigate through their work in alignment with the UN Principles. We are looking forward to your continued positive leadership of the United Nations.

All the best,

**Deborah Penta***Chief Executive Officer*