

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



**Reputation Dynamics**

**From: October, 2017**

**To: October, 2019**

Date: October 16, 2019

***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, Labor, 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**

Reputation Dynamics

Principle place of business:

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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 2017-2019:

- Reputation Dynamics works to support and implement the 10 principles of the **United Nations Global Compact** and focuses 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);
- Supports integration and alignment with the SDG's and focus areas;
- 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 and India;
- 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 mitigating climate change and environmental conservation – **American Forests**:
  - **American Forests**: American Forests is the nation's oldest non-profit organization dedicated to conserving forests. Since 1990, American Forests has planted more than 55 million trees, restoring forests in all 50 states and 45 countries. It's conservation legacy dates back to 1875, which includes authoring legislation to establish the U.S. Forest Service in 1905, the Civilian Conservation Corps in 1933, as well as the federal Urban and Community Forestry Program. Reputation Dynamics as facilitated partnerships with leading corporations, such as Microsoft, JP Morgan Chase, Coca-Cola in support of water stewardship, protection of wildlife and large scale ecosystems, and creation of employee volunteering events.
- 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**: [Conscious Commerce Predictions: Accelerating Transition to a Circular Economy](https://www.reputation-dynamics.com/conscious-commerce/reputation-dynamicsbiz/leywsx6ce9kd6gdg45rhcezpl8ytzc): Our turbulent political climate, world disasters and unprecedented events is fueling businesses, individuals to collaborate on tackling key challenges facing the planet and threats to humanity. Link: <https://www.reputation-dynamics.com/conscious-commerce/reputation-dynamicsbiz/leywsx6ce9kd6gdg45rhcezpl8ytzc>

- 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 created Elephant Art Shop, creating and selling watercolor paintings, greetings cards, T-shirts and prints to raise awareness about protecting endangered wildlife species, such as elephants, with percentage proceeds to benefit various charities. For example:
  - **Packer Collegiate Institute:** The creation of an original watercolor elephant painting for their annual gala and auction for financial aid assistance for underserved youth in Brooklyn.
  - **AfroPop Worldwide:** The creation of an original watercolor elephant painting for their gala benefiting its radio program that presents the musics of Africa and the African diaspora.
- RD Founder, Sam Taylor, speaks at forums and attends conferences to provide education and advocate for change:
  - **Sustainable Brands:** Created a panel and convened leading experts to speak to a community of CSR and sustainability representatives. *Private-Public Partnerships to Increase Women's Economic Security:* Empowering women to participate fully in economic life is essential to build stronger economies and improve the quality of life for women, men, families and communities. The private sector has a central and active role supporting SDG goal 5, achieve gender equality and empower all women and girls, including raising the bar on sector expertise and programs that enable economic security, mitigate domestic violence, close gender gaps in the workplace and communities at large. The panel will provide perspectives about establishing long-term partnerships including the role and importance of women's foundations for advancing economic security programs. Link: <https://events.sustainablebrands.com/sb18vancouver/full-program/private-public-partnerships-to-increase-womens-economic-security/>
  - **Green Sports Alliance:** Represent and facilitate dialogues, information sharing and exchange for important causes such as advancing social and environmental responsibility using the influence of sports to engage fans, athletes, youth, and communities in sustainable behaviors and practices.
- 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, Women's Funding Network and Watering Minds.**
- RD believes in the strength and power of storytelling events to impact change and awareness.
  - Creation of a reception and illustrative art show to educate children and families about the endangered elephant species at **EILEEN FISHER** in East Hampton, New York. Link: <https://www.hamptons.com/The-Arts/In-the->

[Galleries/23344/Over-15-Hamptons-Exhibitions-Premiering-Over.html#.XadMry2ZPR0](https://www.reputation-dynamics.com/23344/Over-15-Hamptons-Exhibitions-Premiering-Over.html#.XadMry2ZPR0)

*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 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 \$500k + grant from a leading consumer products company.
- RD is supporting development and marketing for **Watering Minds**, a non-profit organization dedicated to breaking the cycle of poverty by providing children with access to clean water. Watering Mind's mission is to provide safe water to disadvantaged schools, improving the education and health of children around the world. Facilitating outreach to more than 30 corporations and foundations for partnership and funding opportunities.
- RD is supporting development of a youth empowerment and learning model for students in emerging markets such as Africa and Rwanda 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 2017-2019 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 10/16/2019.

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