

2021

COMMUNICATION
ON PROGRESS (COP)



United Nations
Global Compact

 **PENTA**TM
pentamarketing.com



 **PENTA**TM
pentamarketing.com

Table of Contents

Letter From Our CEO.	5
Communication on Progress	7
Progress Highlights by the Numbers	11
Human Rights	13
Labor Standards	15
Environmental Principles	17
Anti-Corruption	19
Letter to the Secretary-General.	21



Letter from our CEO

We are pleased to submit our Eighth Communication on Progress (COP) Report to the United Nations as we look forward to exiting another challenging period in history, where the global pandemic has changed the world. When we began the 2021 COP year, we were cautiously optimistic that the Covid-19 pandemic was nearing its end. However, new variants, the continuation of rising COVID throughout our nation, and businesses still feeling the financial and market impacts of the pandemic, remained a theme for this COP Year. As a company, we did everything we could to remain strong and focused on delivering the highest degree of excellence throughout all of our client industries, including those sectors that needed us the most – health, municipal, high-end retail, and hospitality among others. Our priorities were focused on helping our clients strategically lead their organizations through the continuation of the pandemic and providing them with the right tools to build awareness, and to maintain and build engagement with their constituencies to prevail and inevitably prosper.

During this period, while we still dedicated resources to help the community, we focused on supporting those organizations that were directly raising awareness and making a difference for the betterment of the community to get through the pandemic. With respect to this, we provided support to the **United Way, Greater Worcester Community Foundation, Worcester Community Action Council, The Regional Research Bureau**, and the **YWCA**. The United Way together with the Greater Worcester Community Foundation partnered to help numerous organizations in the region. The Regional Research Bureau provided research and analysis to help uncover deficiencies

in urban broadband in an effort to create urgency and awareness to improve broadband to ensure that there was equality for all – especially for school-aged children who had online learning difficulties due to their inability to connect to the internet. All of our community resource allotment during the COP period whether financial, pro-bono, leadership-related, or a combination of all, were focused on a commitment in alignment with the Ten Principles.

As we look forward to the next year, we are optimistic that the future is bright. COVID, while it presented so many unanticipated challenges, also gave us many gifts. We pulled together at the next level as a team and offered unprecedented services to our clients. We learned that offering our team members greater flexibility with respect to remote or hybrid working was possible. We became closer to our clients in helping them every step of the way and continued to strengthen our relationships and partnerships. We learned that even in the face of significant external adversity that we could rely on our core values to keep us grounded and strong.

As always, we are honored to have the opportunity to support the UNGP and to carry out a shared mission of giving back as one small way of supporting the global community as a whole. We are enormously proud of our team and to each member of our organization for the unique talents, skills and gifts they have brought to the past year in helping us achieve our objectives to support the community and to help our clients succeed.

Deborah Penta
Founder & CEO

PC

**NEW
NORMAL**



How PENTA Implemented the Ten Global Principles March 2020 through February 2021

Principles	Highlights on Progress
<p>Human Rights</p> <ol style="list-style-type: none"> 1. Businesses should support and respect the protection of internationally proclaimed human rights; 2. And make sure they are not complicit in human rights abuses. 	<ul style="list-style-type: none"> • PENTA’s engagement with regional nonprofit organizations that support and respect human rights by helping individuals and families work towards economic self-sufficiency through education and assistance programs continued and emerged to an even higher level during this period, especially with respect to the challenges and additional requests brought forth from the global COVID-19 pandemic; • To continue its strong community commitment, PENTA’s leadership continued its volunteer board service to a myriad of community organizations that support the UN Human Rights principle including the Workforce Investment Board; • PENTA’s leadership serves on the Board of Corporators or Trustees for the human rights nonprofit organizations Seven Hills Foundation, YWCA of Central Massachusetts, and Big Brothers Big Sisters; • PENTA assisted numerous nonprofit human rights related organizations over the past year with its marketing and communications efforts including the Worcester Community Action Council, Veteran’s Inc., YWCA of Central Massachusetts, and Abby’s House; • PENTA was the presenting sponsor for the YWCA Katherine Forbes Erskine Awards again in 2021, which was held at Mechanic’s Hall and honored women making a difference in the community through business, law medicine, art, and culture. • PENTA celebrated International Women’s Day by honoring female entrepreneurs; • PENTA contributed to the Worcester Together Fund which addresses long-term needs, complementing the work of public health officials and expanding local capacity to address impacts on the region’s most vulnerable populations; • To illuminate racial and social justice for all, PENTA created and ran a public awareness campaign that supported the YWCA’s “Stand Against Racism” which included social media content development, community awareness initiatives, and the production of a PSA to promote this meaningful message https://www.youtube.com/watch?v=sWhKlwwGakM;



How PENTA Implemented the Ten Global Principles March 2020 through February 2021 *Continued*

Principles	Highlights on Progress
<p>Labor Standards</p> <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"> • Maintained a creatively inspired, bright, and highly professional environment to work in, the Firm continued to make improvements to its offices during the COP year. These included continued systems updates, even higher-level cleaning services, and more; • PENTA preserved the employment of every team member in 2021 despite the epic business challenges and uncertainties presented by another year of the COVID-19 pandemic; • PENTA continued to offer its team the opportunity to participate in a specially created “Work from Home Program” which enabled job preservation, helped to allow for snow days remote, and continues to help those with an as-needed hybrid work environment; • The Firm continued with a strict multi-leveled COVID protocol for “Return to Work” which included policies and procedures that exceeded both the Commonwealth of Massachusetts and World Health Organization’s best practices for pandemic safety and sanitization standards; • To honor team work anniversaries, PENTA continued its gift card giving during the COP year; • Since COVID prohibited in-person team-orientated office Birthday celebrations, PENTA provided team members with cupcakes; • To recognize the team’s commitment throughout the pandemic year, PENTA supplied Thanksgiving food shopping gift cards for the entire team; • PENTA’s CEO continued to serve on the Boards that focused on the creation of more job growth and sustainability, and those that focused on contributions to the community.
<p>Environment</p> <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"> • PENTA continued its recycling efforts for paper, water bottles, and printer cartridges. In addition, it significantly lowered the quantity of printed paper to conserve on ink and paper usage by approximately 80%; • PENTA continues to offer its clients a green line of services and makes recommendations with respect to how its clients could execute green marketing strategies within their businesses; • In the 2021 COP year, PENTA sourced 100% of its products and services locally; • PENTA employs 100% of its building contractors from within a 10-mile radius; • PENTA’s workforce is 100% local to the region; and • PENTA makes every effort to conserve energy through the effective monitoring of energy usage at its corporate office.
<p>Anti-Corruption</p> <p>10. Businesses should work against corruption in all forms, including extortion and bribery.</p>	<ul style="list-style-type: none"> • 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 do not tolerate any level of unethical behavior.



GROWTH



INTEGRITY



ETHICS



GOALS



CONTRIBUTION



SENSITIVITY



PARTNERSHIP



IMPACT



PARTNERSHIP



DRIVE



GROWTH



ETHICS



IMPACT



SENSITIVITY



CONTRIBUTION

Progress by the Numbers

32 Years

PENTA celebrated 32 years of providing the highest caliber marketing services to its clients.

622

Total number of virtual meetings participated in during the 2021 pandemic year.

8

Meaningful contributions made to non-profits that supported efforts, including those directed specifically to COVID-19, to help people through the pandemic as well as assistance for the health and human services organizations.

100%

Percentage of PENTA suppliers that are local to the region, to support local sustainability.

100%

Percentage of building contractors within a 10-mile radius that PENTA utilizes to support its corporate office/facility.



 **PENTA**TM
pentamarketing.com

United Nations Global Compact

Human Rights

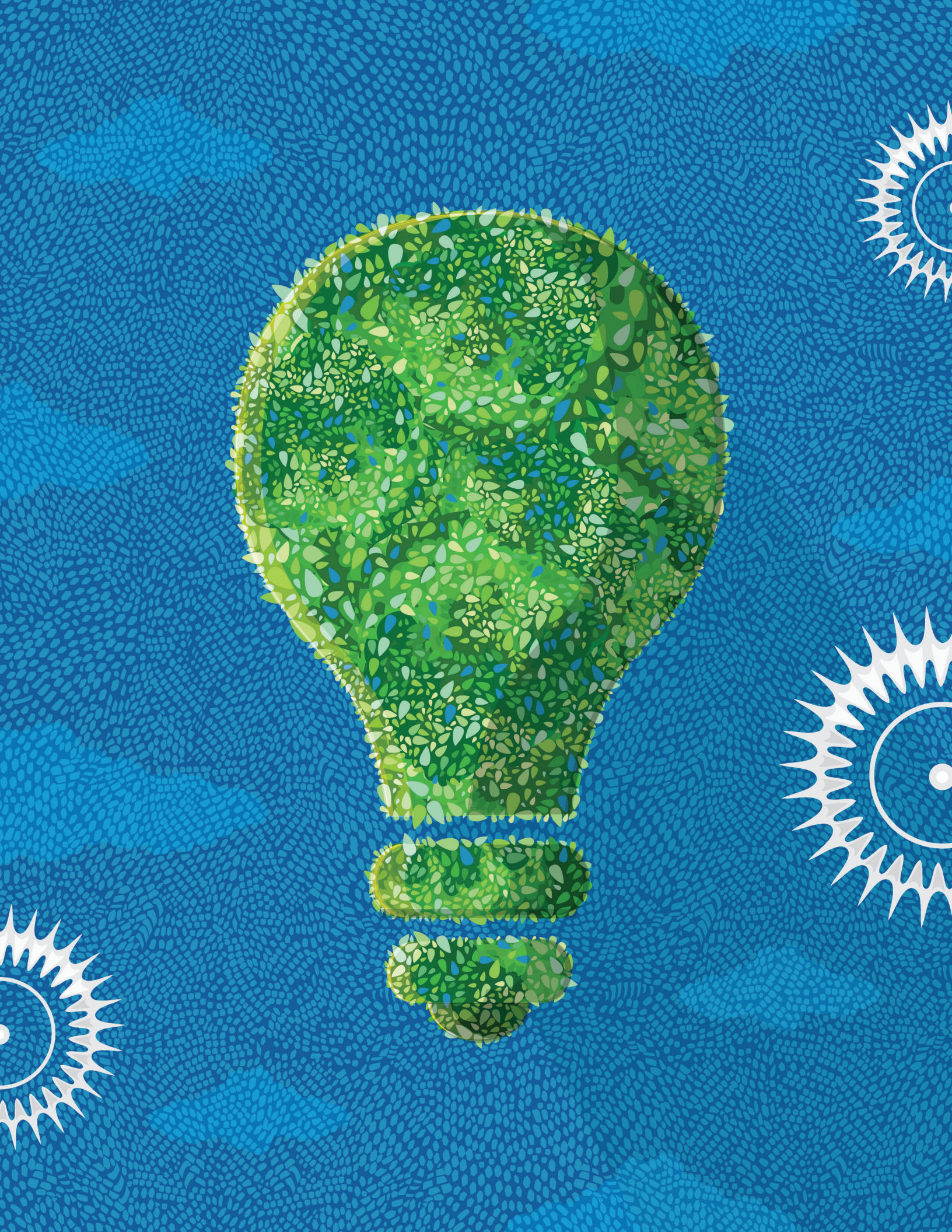
Principles	Highlights on Progress
<ol style="list-style-type: none"> 1. Businesses should support and respect the protection of internationally proclaimed human rights; 2. And make sure they are not complicit in human rights abuses. 	<ul style="list-style-type: none"> • PENTA’s engagement with regional nonprofit organizations that support and respect human rights by helping individuals and families work towards economic self-sufficiency through education and assistance programs continued and emerged to an even higher level during this period, especially with respect to the challenges and additional requests brought forth from the global COVID-19 pandemic; • To continue its strong community commitment, PENTA’s leadership continued its volunteer board service to a myriad of community organizations that support the UN Human Rights principle including the Workforce Investment Board; • PENTA’s leadership serves on the Board of Corporators or Trustees for the human rights nonprofit organizations Seven Hills Foundation, YWCA of Central Massachusetts, and Big Brothers Big Sisters; • PENTA assisted numerous nonprofit human rights related organizations over the past year with its marketing and communications efforts including the Worcester Community Action Council, Veteran’s Inc., YWCA of Central Massachusetts, and Abby’s House; • PENTA was the presenting sponsor for the YWCA Katherine Forbes Erskine Awards again in 2021, which was held at Mechanic’s Hall and honored women making a difference in the community through business, law medicine, art, and culture. • PENTA celebrated International Women’s Day by honoring female entrepreneurs; • PENTA contributed to the Worcester Together Fund which addresses long-term needs, complementing the work of public health officials and expanding local capacity to address impacts on the region’s most vulnerable populations; • To illuminate racial and social justice for all, PENTA created and ran a public awareness campaign that supported the YWCA’s “Stand Against Racism” which included social media content development, community awareness initiatives, and the production of a PSA to promote this meaningful message https://www.youtube.com/watch?v=sWhKlwwGakM;



United Nations Global Compact

Labor Standard Principles

Principles	Highlights on Progress
<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"> • Maintained a creatively inspired, bright, and highly professional environment to work in, the Firm continued to make improvements to its offices during the COP year. These included continued systems updates, even higher-level cleaning services, and more; • PENTA preserved the employment of every team member in 2021 despite the epic business challenges and uncertainties presented by another year of the COVID-19 pandemic; • PENTA continued to offer its team the opportunity to participate in a specially created “Work from Home Program” which enabled job preservation, helped to allow for snow days remote, and continues to help those with an as-needed hybrid work environment; • The Firm continued with a strict multi-leveled COVID protocol for “Return to Work” which included policies and procedures that exceeded both the Commonwealth of Massachusetts and World Health Organization’s best practices for pandemic safety and sanitization standards; • To honor team work anniversaries, PENTA continued its gift card giving during the COP year; • Since COVID prohibited in-person team-orientated office Birthday celebrations, PENTA provided team members with cupcakes; • To recognize the team’s commitment throughout the pandemic year, PENTA supplied Thanksgiving food shopping gift cards for the entire team; • PENTA’s CEO continued to serve on the Boards that focused on the creation of more job growth and sustainability, and those that focused on contributions to the community.



United Nations Global Compact

Environmental Principles

Principles	Highlights on Progress
<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"> • PENTA continued its recycling efforts for paper, water bottles, and printer cartridges. In addition, it significantly lowered the quantity of printed paper to conserve on ink and paper usage by approximately 80%; • PENTA continues to offer its clients a green line of services and makes recommendations with respect to how its clients could execute green marketing strategies within their businesses; • In the 2021 COP year, PENTA sourced 100% of its products and services locally; • PENTA employs 100% of its building contractors from within a 10-mile radius; • PENTA's workforce is 100% local to the region; and • PENTA makes every effort to conserve energy through the effective monitoring of energy usage at its corporate office.



core value

United Nations Global Compact

Anti-Corruption

Principles	Highlights on Progress
10. Businesses should work against corruption in all forms, including extortion and bribery.	<ul style="list-style-type: none">• 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 do not tolerate any level of unethical behavior.

MISSION

VISION

VALUES



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 eight years 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 ninth Communication on Progress in the spring of 2023 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

PENTA Communications, Inc.

The PENTA Building
208 Turnpike Road
Westborough, MA 01581 USA

508.616.9900

www.pentamarketing.com

 **PENTA**TM
pentamarketing.com

