

COMMUNICATION ON ENGAGEMENT (COE)

Philippine Marketing Association

Period covered by this Communication on Engagement From: January 1, 2021 to May 17, 2023

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

May 17, 2023

To our stakeholders:

I am pleased to confirm that Philippine Marketing Association (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,



Sy Bryan D. Lato, CPM Asia
 2023 PMA President

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.

- Board Member of GCNP: PMA Representative, Maria Luz (Yayu) Javier, a former president of PMA is currently the Vice-Chairperson of the Board of Trustees of GCNP.

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 Marketing Manager
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Mitchelle D. Viray
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Immediate Past President & Director, International Affairs

Maeyeth C. Cadungog, CPM
 Head of Marketing
 Hocheng Philippines Corporation

- As member: Joined the Private Sector Group Prosperity Pillar on the MSME 10-in-10 Ambition Programme.
- Advocacy Awards: Incorporated SDG programs as one of the added factor in the Agora Excellence Award for Marketing Advocacy.
- PMA Sustainability Event held in April General Membership Meeting where Vice-Chair Yaju Javier was one of the speakers.

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.

- As GCNP Vice-Chairperson, involved in member engagement and in the Private Sector Champion initiatives in Planet and Prosperity Pillars.
- Key driver in onboarding new members for GCNP in 2020 primarily the large conglomerates.
- Conducted several talks on GCNP and the SDGs in various events such as in the Asian Institute of Management, PMA, and private webinars.

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