

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



From: October, 2021 To: October, 2023

Date: October 18, 2023

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, 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,

Samantha Taylor

President and Founder, Samantha Taylor

Reputation Dynamics

Principal place of business:

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I. About Reputation Dynamics, Purpose and Mission:

Mission:

“Our mission is to mobilize the public and private sectors to lead the way to a sustainable economy, improve livelihoods and build resilient communities for the long-term.” - *Sam Taylor, Founder of Reputation Dynamics*

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:

Reputation Dynamics (RD) is a social and environmental development consultancy located in New York. Established in 2005, we draw on more than 15 years of experience of advising our clients to align business with creating a better future for all.

Reputation Dynamics specializes in creating innovative, partnerships that encourages the private-public sectors to act as a united force for social and environmental sustainability.

We connect nonprofits, social enterprises and corporate players to advance community needs based on shared-value goals.

Our business development and marketing consulting services span the full partnership process from competitive analysis, redefining the value proposition/ideas for alignment, identification of targets, creating pitch materials, outreach and closing deals.

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, climate change 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
- During these unprecedented challenging times, share resources, knowledge and integrate community to assist underserved markets

2. Highlights of Activities and Initiatives During 2021-2023:

- 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, art for environmental action wildlife and environmental protection;
- 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 and underserved markets.

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 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. For more than six years, Reputation Dynamics has facilitated partnerships with leading corporations, such as Microsoft, Amica in support of workforce development, protection of wildlife and large scale ecosystems, and creation of employee volunteering events.

Example project and partnership development in support of leveraging access to education:

New York Academy of Sciences: The Global STEM Alliance (GSA) is equipping students with the skills and role models needed to prepare them for life and work in the 21st century, namely:

-*Personal Narratives* of diverse STEM professionals who bring STEM to life, raise awareness of STEM careers, and serve as relatable role models—because you cannot be what you cannot see.

-*Mentorship* from practicing scientists, engineers, and technologists who inspire students, encourage their persistence, help guide their learning, and connect them with future opportunities.

-*Real-world Learning* designed to build students' skills while they gain practical experience. Reputation Dynamics redefined the value proposition for the GSA, marketplace comparison and identification of suitable corporate/foundation partners.

- 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 10,000+ around the world. Please find link to blog at: **Conscious Commerce: Climate Change for Humanity - <https://www.reputation-dynamics.com/conscious-commerce-reputation-dynamicsbiz>**
- Participates in the UN Global Compact New York regional network and leading events such as GreenBiz, Sustainable Brands;
- 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:
 - Created an '*Art for Environmental Action*' speaking platform for individuals and families
 - Participates at venues and forums such as Woodstock Art Museum and Woodstock Byrdcliffe Guild
- RD Founder, Sam Taylor, speaks at forums and attends conferences to provide education and advocate for change
- **Conferences and Events:** Represent clients' and facilitate dialogues, information sharing and exchange for important causes such as advancing social justice, education and mitigating climate change. Attended a variety of events (virtual):
 - **Women and Worth Summit**
 - **2020 Women's Empowerment Principles Forum (WEPs)**
 - **US Chamber of Commerce Foundation**
- 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** and **The New York Academy of Sciences**

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 **fundraising** 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. Has contributed to the growth of the corporate portfolio.

About this Report: The COP 2021-2023 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 10/18/2023.

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