



Communication on Engagement 2023 Reporting Period

Thank you for taking the time to review our first COE as Global Compact Members. This year has been a tremendous year of growth of our network as we crossed the 1000 member mark by the end of 2023. We also held our first in person summit which attracted hundreds of members and guests and defined our mission as the leading global alliance of professionals dedicated to social impact entertainment education, connection and empowerment.

As the head of Corporate Social Responsibility communication and brand storytelling, I was able to spearhead many of the objectives we wished to achieve as members of the Global Compact, including obtaining membership to the SDG Media Compact which we felt was complimentary to our membership and as a resource for Global Compact. We were warmly welcomed by the UN Department of Strategic Communications, which it has been an honor and privilege for us to collaborate, ideate and execute on events like the Brand Story SDG panel at the UNGA 2023 in New York City. Hundreds of Global Compact members watched the live stream.

But we've just begun. Before the end of the year we signed our pledge to the Forward Faster initiative (FF) and we are already consulting with Global Compact to assist in the development of more stories to encourage other Global Compact members to sign onto the pledge and use media to communicate their progress on goals.

It is therefore, a great honor to reconfirm our commitment to the Global Compact for the following year, and look forward to intensifying the initiatives we have successfully started that will assist and educate Global Compact members better use media to achieve and report their progress on goals.

With many resources created and delivered, we look forward to becoming a more direct impact to the Global Compact through engagement of members through collective action and hosting Global Compact events where members can learn and be inspired about the power of media to progress on SDG and FF goals.

Frank Connelly, Board Member and Head of CSR, Global Compact Representative, SIE Society

Social Impact Entertainment Society is the leading global alliance in Social Impact Entertainment. Our mission is to educate, connect and empower professionals in entertainment, non-profit and business to harness storytelling in all media for greater social good and measurable impact.

The goal of SIE Society is to provide a common framework from which media creators can make an impact and advocate for the metrics that support the impact media has on audiences.

The choice of a common framework to categorize and measure impacts was a major decision for SIES. Whatever framework we chose would very much inform and guide 1) the resources we provide; 2) the educational tools we create; 3) the message and recommendations we make regarding SIE best practices.

We chose the Sustainable Development Goals as our common lexicon and have grown from a couple hundred members to over 1000 professionals in the media and cause marketing from around the world.

Engagement 1: Framing our resources around the SDG's:



We support the 17 Sustainable Development Goals of the United Nations, and have classified our resources sections in how they relate to the SDGs. [Learn More.](#)

<https://siesociety.org/resource-library/>

Engagement 2: Educating about the importance of using the SDG's as the common lexicon for developing SIE, and in particular why it is important to corporate social responsibility and social behavior change communication:

SUSTAINABLE DEVELOPMENT GOALS (SDGS)

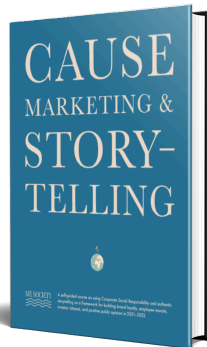
Much of the work in SBCC and CSR is centered around the UN's Sustainable Development Goals (SDGs). While they might be unfamiliar to people coming from the entertainment industry, they're an important tool to understand the impact various projects have on the world, and allow content producers to align themselves with the goals set by a global community.

Learn more about the SDGs on Wikipedia | The UN's SDG Page



<https://siesociety.org/what-is-sie-sbcc-csr-getting-started/#SDGs>

Engagement 3: Integrated understanding of how to use the SDG's as a common tool and lexicon for creating SIE for corporate communication, brand storytelling and cause marketing.



The product of over a year of work, Frank Connelly, a CSR communications expert, Hiroki Kamada and Elyza Halpern of Prodigium Pictures (a B-corp production company) authored the single most authoritative manual on how the critical three stakeholders: 1) business leadership, 2) creative producers, and 3) cause marketers, need to collaborate to create SIE that makes impact, and how to report these as progress on the SDGs.

This book has been distributed FOR FREE to all 1000 SIES members, and over 100 corporations. It is hoped that this manual can be utilized as a learning tool for the Global Compact and has already been converted into a lesson plan and webinar content.

THE UN'S SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030 (United Nations Development

Programme). These goals can help guide both your CSR initiative development and your CSR communication. Even when you have a program, video, or other initiative centered on one goal, it is important to keep the other SDGs in mind and monitor how your company is contributing to them.

"The SDGs provide a unique opportunity to elevate communication on sustainability. Governments have emphasized this agenda through SDG 12—recognizing how important it is for companies to adopt sustainable practices and integrate this information into their reporting cycles. The expectations on companies are huge. Companies that align

reporting and communication with the SDGs will be speaking in the same language that increasingly is adopted by governments, foundations, NGOs and even investors."

Lise Kingo

CEO & Executive Director, United Nations Global Compact



Engagement 4: A dedicated executive for Corporate Social Responsibility, UN Global Compact, UN Media Compact and SDG Storytelling

Through our constant collaboration with UN Dept of Strategic Communication and SDG Media Compact, Head of CSR Frank Connolly organized high level panel discussions that bring to light, and better understanding, of the importance of communicating SDG progress through media and within the CSR of the entertainment industry.

One panel was at the UNGA SDG MEDIA ZONE 2023 NYC

The graphic is a promotional poster for a live event. The top half features a portrait of Frank Connolly on the left and the event title 'WATCH LIVE! The BRAND STORY PANEL' moderated by Frank Connolly, Head of CSR at SIE Society on the right. The bottom half features a colorful geometric background with the SDG Media Zone logo, the date '21 SEPTEMBER', and the theme 'STORYTELLING AND SOCIAL IMPACT ON SDGS'. Below this, four panelists are listed with their names and titles: Kaitlin Maureen Yarnall (Chief Storytelling Officer, National Geographic Society), Crystal Barnes (SVP Corp Social Responsibility, Paramount Media Networks), Susan Jin Davis (Former Head of Sustainability, NBC/Comcast, Al Roker Entertainment), and William Nix (Co-Executive Director, Social Impact, Entertainment Society). At the bottom, there are four headshots of the panelists and the UN logo with the hashtags #SDGLive and #GlobalGoals.

WATCH LIVE!

The BRAND STORY PANEL
Moderated by
Frank Connolly
Head of CSR at SIE Society

SDG MEDIA ZONE
21 SEPTEMBER
STORYTELLING AND SOCIAL IMPACT ON SDGS

KAITLIN MAUREEN YARNALL
CHIEF STORYTELLING OFFICER, NATIONAL GEOGRAPHIC SOCIETY

CRYSTAL BARNES
SVP CORP SOCIAL RESPONSIBILITY, PARAMOUNT MEDIA NETWORKS

SUSAN JIN DAVIS
FORMER HEAD OF SUSTAINABILITY NBC/COMCAST AL ROKER ENT

WILLIAM NIX
CO-EXECUTIVE DIRECTOR, SOCIAL IMPACT ENTERTAINMENT SOCIETY

#SDGLive | #GlobalGoals

The other a SDG Lens Panel, at SIES's Impact+Profit Summit in LA 2023 where high level Hollywood and UN Communications representatives discussed how mass media can be an opportunity to orient themes and impact around progress on the SDGs.

Speakers



Elliot Koteck

Founder of The Nation of Artists, Award-Winning Producer/Director

Andi Gitow

Emmy Award-Winning Journalist, Head of Advocacy, Entertainment Industry, and Civil Society Engagement.

Frank Connelly

Award-Winning Producer of Brand Storytelling Content and Head of CSR at SIE Society.

Jonathan Prince

Producer/Writer known for "American Dreams", "Four Weddings and a Funeral", and "American Soul."

John Rego

Senior Vice President, Sustainability & EHS, Environmental Officer of the Sony Group.

The UN Sustainable Development Goals provides a shared blueprint for peace and prosperity for people and the planet. Some of our favorite films and TV shows tell stories that inspire us, and also have the reach to activate massive positive change.. In this panel we look through the "SDG Lens" and discuss how big media and brand storytelling is informing and shaping our collective vision of the future we want.



During the same event Head of CSR Frank Connelly, for SIES, was a panelist on the Johns Hopkins SBCC panel that discussed gender in Hollywood and corporate America through the lens of the Barbie Movie and its commentary on corporate patriarchy.



Entertainment to Change the World

The Barbie Effect:

Igniting Conversations



Julia Toothacre
Content
Spokesperson,
Resume Builder



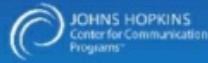
**Sandra de Castro
Buffington**
President,
StoryAction



Frank Connelly
Head of CSR, SIE
Society



Jane Brown
Deputy Project Director,
JHCCP



The Barbie Effect | Impact + Profit Conference



Entertainment to Change the World



conference.siesociety.org

Impact + Profit




Entertainment to Change the World

2023



Engagement 5: The SDG Impact Lens

One of the main drivers of interest in SDG's has been the case studies we publish and use for our educational webinars and panel discussions. Professionals get the most benefit from practical examples of how companies have told powerful stories using a diverse mix of media, and these can and should be aligned with the SDG's as a storytelling framework or as a way to view the impact media is having on any one, or a number of the goals. These have taken the form of case studies in our books which cross reference the SDG's, or film reviews that are seen through the "SDG lens" as a way of advocating an SDG media mindset.

<div>  <div> <h1>Chipotle</h1> <p>How a brand's "lighthearted" approach to social impact gained it both criticism from the advertising world and praise at Cannes Film Festival</p> </div> </div>			
Perspective Quadrant	Theater Model	SDGs	Key Metrics
 <p>Unknown / Mixed Opposition</p>	 <p>3 Transformative</p>	<p>6. Clean water and Sanitation</p> <p>15. Life on land</p>	<p>YouTube views: 9.5M "Back to the Start" Video (2011)</p> <p>YouTube views: 11.1M "A Future Begins" Video (2021)</p>

Excerpt from our standard Case Study Format that identifies the SDGs the story touched.



#SDGLens movie poster modified to reflect the SDG themes along the right column as a template for all SDG Lens movie reviews which informs about the movie's quality as art, and its qualities of raising awareness of SDG themed issues.

Engagement 6: Looking Ahead to deeper learning and opportunities for engagement with members of the UN GLOBAL COMPACT.

High level discussions with UN Dept of Strategic Communications and the SDG Media Compact have determined that the resources, manuals, know-how, professional media network, academics and CSR leadership that has been developed over the past year can be leveraged further to create larger collaborations directly with UN Global Compact, including but not limited to committing to Forward Faster, and producing a short documentary that can be shown at the 2024 UNGA. Head of CSR Frank Connelly, SIES is updating the Brand Story Handbook to include updated Case Studies and a section designed specifically for the C-Suite that assists business leaders appreciate the power of brand storytelling and its use as an SDG reporting mechanism.

Engagement 7: Expanding coalitions to increase relevance for Global Compact members.



Many of the SIES network members including co-founder Will Nix have been instrumental in constantly expanding the network and investment of professional resources that better position SIES as a leader in providing media ways and means to communicate SDGs, and media platforms that can help Global Compact members learn and amplify their impact.

Gaming is a rapidly growing and evolving field, driven by emerging technologies that are transforming the way we collaborate and communicate with each other. Through the special initiatives and programs featured below, Games for Change is fostering communities of practice for people of all ages to collaboratively design the future of gaming, today.

