



COMMUNICATION ON PROGRESS (COP) 2014

 **PENTA**TM
pentamarketing.com



United Nations Global Compact



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PENTA

Letter from our CEO

Our long-standing commitment of inspiring people, companies, and brands, and helping to develop stronger communities where we live and work has been a driving force behind many of the initiatives in which we are involved throughout the year. We believe that we are a better and more versatile organization because of our values to help promote economic growth, sustainability, education, and empowerment where we do business. Everything stems from our core values including integrity, people, and the fundamental principles of being the best at what we do for our clients. We are proud to be respected as a true community partner, and are delighted to report on our first year of progress with the UNGC.

This is our first Communication on Progress as a member of the United Nations Global Compact (UNGC) in the United States of America. Our objective in this report is to share our progress as it related to the Ten Principles during the period of April 2013 through March 2014. We are very proud of our accomplishments, and for taking the initiative to make a commitment to the Global Compact by becoming a signatory in April of 2013.

As an award-winning full service integrated marketing, advertising, public relations, website development, and social media marketing firm which will celebrate its 25th Anniversary in April of 2014, the past year's initiatives,

as they related to the Global Compact's Ten Principles, have enabled us to sharpen and better direct our community outreach and corporate investment to specific and measurable achievements that have helped raise the bar in preparation for our next 25 years of success and growth.

Our efforts have included ensuring a plan for sustainable growth from our location and operations to our technology and people. It is our continual goal to be a great place to work for our team, and also a company that our clients can count on to do the right thing, deliver results, and maintain the highest integrity. We are a company continually recognized for its generosity in making our communities better through our leadership, impact, and stewardship.

Our Commitment to the UNGP's 10 Principles

We are delighted to complete our first year as a signatory of the United Nations Global Compact. We believe that this commitment is in alignment with our core values and provides a framework of which to measure our progress.

From the initiation of a Green Committee that we have named Project Oak to fostering a greater emphasis on environmental sustainability within our company, to broadening our support of women's empowerment through sponsorships of programs throughout our region

that will inspire, to maintaining a strong foothold on providing support to organizations that strive to help people achieve a better pathway in life through economic self-efficiency, education, and job creation, to embarking on a historic preservation project rescuing a 200 year old landmark property that was visited by several of our nation's founding fathers, is on the National Register of Historic Places, and has eight hand-crafted fireplaces documented in the Smithsonian Institution, and more, we are pleased to have made progress and look forward to accomplishing our goal of bringing everything we do to the next level in the year ahead.

At PENTA, we take tremendous pride in our people, our work, and in our commitment to achieving the highest level of excellence. It is with integrity, respect, creativity, collaboration, and dedication that we accomplish our objectives. Our dedication to the values of the United Nations Global Compact is one way we can do our part to help strengthen our local community, while joining forces with organizations throughout the world that share common values of making a difference to positively impact our planet.

It is truly an honor and privilege to align with the UNGP principles.

Deborah Penta
Founder & CEO
PENTA Communications, Inc.



How PENTA Implemented the Ten Global Principles in 2013

	Principle	Highlights on Progress
Human Rights	<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 • PENTA's leadership continued its volunteer board service to a myriad of community organizations that support the UN Human Rights principles including the Workforce Investment Board, Worcester Community Action Council, and, in addition, financially supported numerous organizations which assisted people by providing food, shelter, clothing, and mental health services.
Labor Standards	<ol style="list-style-type: none"> 3. Business should uphold the freedom of association and the effective recognition of the right to collective bargaining; 4. the elimination of all forms of compulsory labor; 5. the effective abolition of child labor; 6. and the elimination of discrimination in respect of employment and occupation. 	<ul style="list-style-type: none"> • PENTA helped many client organizations comprised of both management and union workers through the integration of numerous services which helped strengthen their marketing communications; • In an effort to foster empowerment for women, PENTA awarded a leadership scholarship to a college-bound female promoting equality for women relative to leadership advancement; • As part of PENTA's global diplomacy efforts and commitment to worldwide women's empowerment, the firm hosted a group of female business leaders from Russia and convened an evening of collaboration with US female leaders of various economic and vertical market sectors; • PENTA's CEO was honored with the prestigious YWCA Katherine Erskine Award in Business and Law for her commitment to equality for women, and the elimination of racism and justice for all; • PENTA sponsored the Nichols College Empowering Women's Conference in an effort to support regional educational initiatives to drive economic self-sufficiency for women; • PENTA sponsored the Business Forward Female's (BFF) Luncheon Series, enabling women access to education, empowerment, and networking; and • With respect to fostering global awareness to school-aged children, PENTA sponsored a Model UN program for sixth grade middle school students.
Environment	<ol style="list-style-type: none"> 7. Businesses should support a precautionary approach to environmental challenges; 8. undertake initiatives to promote greater environmental responsibility; 9. and encourage the development and diffusion of environmentally friendly technologies. 	<ul style="list-style-type: none"> • PENTA formed a Green Committee named Project Oak in an effort to initiate company-wide education on sustainability and to doing its part to reduce its carbon footprint; • PENTA purchased a property on the National Register of Historic Places and, throughout the historic restoration project, made every effort to repurpose the building to its highest and best use, promote energy efficiency through the installation of energy efficient mechanical systems, windows, and doors. It also preserved every possible artifact including its eight hand-crafted fireplaces documented in the Smithsonian, and the magnanimous hand-crafted millwork throughout the structure; • The Company started recycling efforts for paper, water bottles, and printer cartridges; and • PENTA incorporated a green line of services to its clients and made recommendations with respect to how its clients could execute green marketing strategies within their businesses.
Anti-Corruption	<ol style="list-style-type: none"> 10. Businesses should work against corruption in all of its 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 partners and vendors that are in alignment of our core values ensuring high integrity. In addition, we maintain high levels of transparency in our client relationships and will not tolerate any level of unethical behavior on any level.



BOSTON

Fall River

New Bedford

Vineyard

MASS.

CONN.

HAMPSHIRE

Concord

Nashua

Worcester

Providence

Wattford

Manchester

Lowell

Lawrence

Portland

New

England

Martha's

Vineyard

Norfolk

Dorset

Wiltshire

Progress by the Numbers

80%

Percentage of PENTA's workforce diversity.

Over \$1.5 million

Investment for improving PENTA's physical workspace.

90%

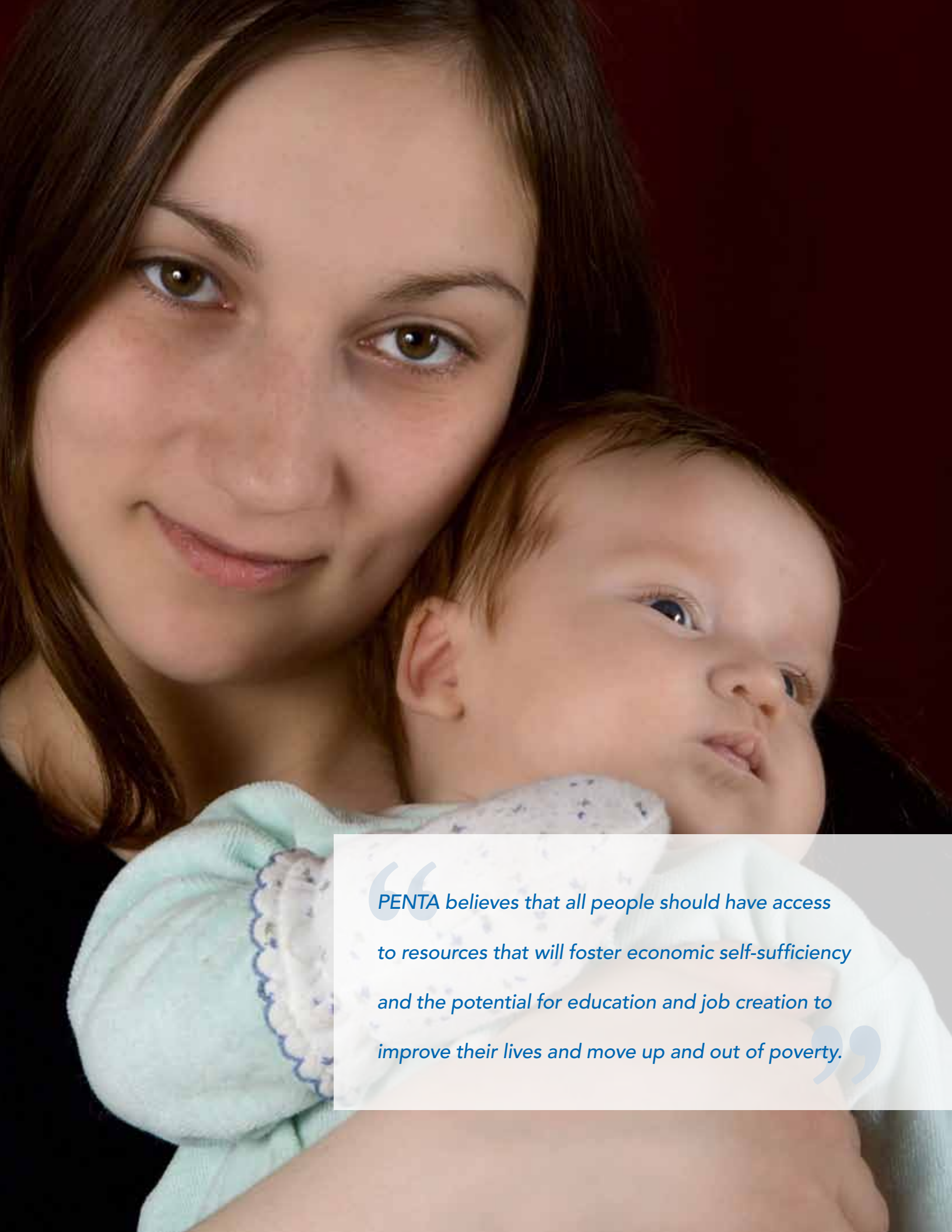
Percentage of PENTA suppliers that are local.

100%

Percentage of local contractors used for PENTA's historic preservation project.

\$150,000

Invested in nonprofit organizations for pro bono services during the current COP Period.



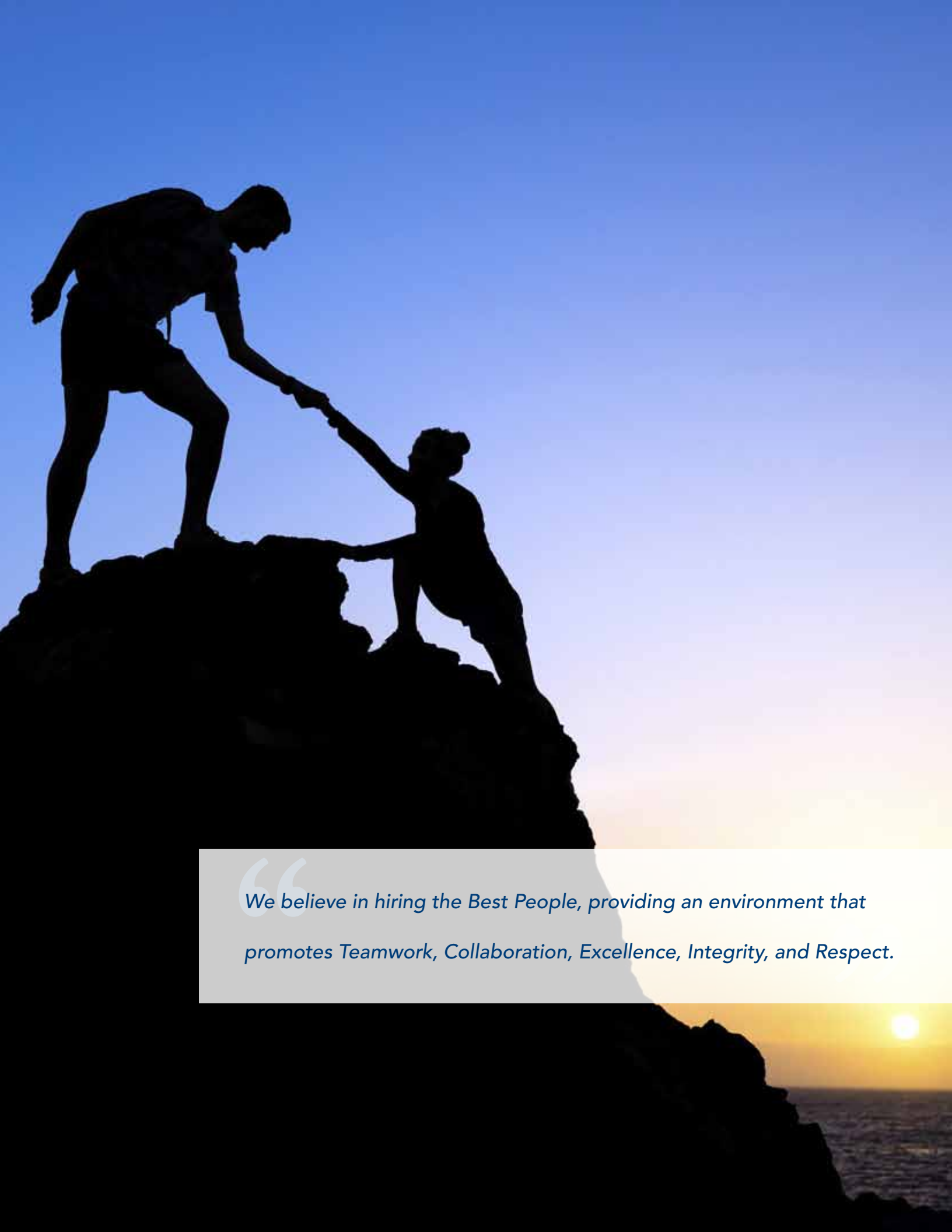
“PENTA believes that all people should have access to resources that will foster economic self-sufficiency and the potential for education and job creation to improve their lives and move up and out of poverty.”

United Nations Global Compact

Human Rights

	Principle	Highlights on Progress
Human Rights	<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 • PENTA’s leadership continued its volunteer board service to a myriad of community organizations that support the UN Human Rights principles including the Workforce Investment Board, Worcester Community Action Council, and, in addition, financially supported numerous organizations which assisted people by providing food, shelter, clothing, and mental health services.

“Through our commitment to organizations like WCAC, the Workforce Investment Board, the YWCA, Pernet Family Health, and Big Brothers Big Sisters, among others, we commit our talent, resources, and leadership to help these organizations which reach over 110,000 individuals and families in our region.”



“
*We believe in hiring the Best People, providing an environment that
promotes Teamwork, Collaboration, Excellence, Integrity, and Respect.*

United Nations Global Compact *Labor Standard Principles*

	Principle	Highlights on Progress
Labor Standards	<p>3. Business 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"> • PENTA helped many client organizations comprised of both management and union workers through the integration of numerous services which helped strengthen their marketing communications; • In an effort to foster empowerment for women, PENTA awarded a leadership scholarship to a college-bound female promoting equality for women relative to leadership advancement; • As part of PENTA's global diplomacy efforts and commitment to worldwide women's empowerment, the firm hosted a group of female business leaders from Russia and convened an evening of collaboration with US female leaders of various economic and vertical market sectors; • PENTA's CEO was honored with the prestigious YWCA Katherine Erskine Award in Business and Law for her commitment to equality for women, and the elimination of racism and justice for all; • PENTA sponsored the Nichols College Empowering Women's Conference in an effort to support regional educational initiatives to drive economic self-sufficiency for women; • PENTA sponsored the Business Forward Female's (BFF) Luncheon Series, enabling women access to education, empowerment, and networking; and • With respect to fostering global awareness to school-aged children, PENTA sponsored a Model UN program for sixth grade middle school students.

“
This enables the true concept of team to emerge in an environment where there is diversity
that spans genders, generations, experiences, cultures, resulting in harmony.”



PENTA has embarked on a journey to become more sustainable in its daily operations.

It begins with changing mindsets and habits and by taking a closer look at how we engage with our vendors.

We believe that the establishment of our green initiative, while it will take time to fully cultivate, will continue bringing us closer to the achievement of reducing our carbon footprint.

United Nations Global Compact *Environmental Principles*

	Principle	Highlights on Progress
Environment	<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 formed a Green Committee named Project Oak in an effort to initiate company-wide education on sustainability and to doing its part to reduce its carbon footprint; • PENTA purchased a property on the National Register of Historic Places and, throughout the historic restoration project, made every effort to repurpose the building to its highest and best use, promote energy efficiency through the installation of energy efficient mechanical systems, windows, and doors. It also preserved every possible artifact including its eight hand-crafted fireplaces documented in the Smithsonian, and the magnanimous hand-crafted millwork throughout the structure; • The Company started recycling efforts for paper, water bottles, and printer cartridges; and • PENTA incorporated a green line of services to its clients and made recommendations with respect to how its clients could execute green marketing strategies within their businesses.

“Our primary goals are to become more energy and operationally efficient; to incorporate small but meaningful ways of becoming more sustainable through our daily actions; and by continuing to integrate local sourcing as much as possible.”



“PENTA is deeply committed to upholding the highest integrity and ethical standards and to complying with anti-corruption laws.

We have a zero tolerance policy for unethical behavior in our organization, with our vendors, and within our community relationships.”

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Anti-Corruption

	Principle	Highlights on Progress
Anti-Corruption	10. Businesses should work against corruption in all of its 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 partners and vendors that are in alignment of our core values ensuring high integrity. In addition, we maintain high levels of transparency in our client relationships and will not tolerate any level of unethical behavior on any level.

“We value that our clients seek to work with us based on trust and our dedication to authenticity in all that we do in how we conduct our business.”



H.E. Ban Ki-moon

Secretary-General
United Nations
New York, NY 10017
United States of America

Dear Mr. Secretary-General:

On behalf of PENTA Communications, Inc. it is an honor and pleasure to confirm that our organization will continue to support the ten principles of the United Nations Global Compact on human rights, labor standard, environment, and anti-corruption.

Over the next year, we look forward to making the Global Compact and its principles a continued focus with respect to enhancing the underlying moral fabric of our company.

PENTA intends to make a clearer statement in 2014-2015 to our community and stakeholders regarding our involvement in this initiative, and we are looking forward to another year of growth and progress.

We are proud of our first year Communication on Progress and to be in alignment with the core principles on the Global Compact.

All the best,

Deborah Penta

Chief Executive Officer



PENTA Communications, Inc.

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